SOUTHERN AUTOMOTIVE JOURNAL

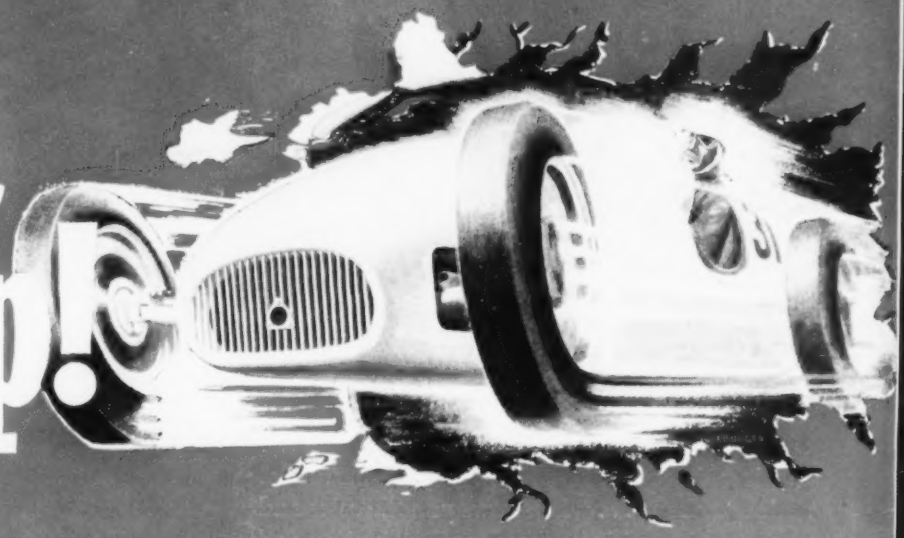
COVERS THE 19 SOUTHERN AND SOUTHWESTERN STATES

PASS IT ON!
OWNER ☐
GEN. MGR. ☐
SERV. MGR. ☐
PARTS MGR. ☐
FOREMAN ☐
SHOP ☐

February, 1953

Contents, Page 55

clean sweep!



Every AAA championship race in 1952 was won by a car equipped with

These were the winning drivers ...the winning rings were Perfect Circles!

May 30	Indianapolis, Ind.	500 Miles	Troy Ruttman
June 8	Milwaukee, Wis.	100 Miles	Mike Nazaruk
July 4	Raleigh, N. C.	200 Miles	Troy Ruttman
Aug. 16	Springfield, Ill.	100 Miles	Bill Schindler
Aug. 24	Milwaukee, Wis.	200 Miles	Chuck Stevenson
Aug. 30	Detroit, Mich.	100 Miles	Bill Vukovich
Sept. 1	DuQuoin, Ill.	100 Miles	Chuck Stevenson
Sept. 1	Pikes Peak, Colo.		George Hammond
Sept. 6	Syracuse, N. Y.	100 Miles	Jack McGrath
Sept. 8	Denver, Colo.	100 Miles	Bill Vukovich
Nov. 2	San Jose, Calif.	100 Miles	Bobby Ball
Nov. 11	Phoenix, Ariz.	100 Miles	Johnny Parsons

Perfect Circle

PISTON RINGS

What does this mean to you? Just this . . . when engines are tired, sluggish, oil-thirsty, you'll assure them championship performance when you install Perfect Circle piston rings!

Perfect Circle's 2-in-1 Chrome Set is the truly modern piston ring equipment. It seals compression, seals oil, for over twice as long as ordinary rings. And only 2-in-1 furnishes an alternate HiPressure spring with each oil ring to assure positive oil control even in badly worn cylinders.

For sustained power, longer life, real gas and oil economy, be sure to install Perfect Circle's 2-in-1 Chrome Set on every re-ring job. Perfect Circle Corporation, Hagerstown, Indiana; The Perfect Circle Co., Ltd., Toronto, Ontario.

BARTON TEXACO SERVICE
379 So. 2nd West • Phone 4-0784
SALT LAKE CITY 4, UTAH

Durkee-Atwood Company
Minneapolis, Minnesota

Gentlemen:

I changed to Durkee-Atwood Factory Fresh belts because it was the first line that offered help in merchandising and selling fan belts. I have always specialized in belt sales, and a sealed package has made my selling job easier. Of my total sales 50% are sold as spares, and these belts go into the trunk. Customers like the protected Factory Fresh sealed package for this reason.

In a two week period during August I made a survey and I was able to sell a Factory Fresh belt to one out of eight cars that stopped at my station. My sales of belts have increased greatly since changing to Durkee-Atwood Factory Fresh belts, and during the month of August I sold 204 belts which made me a plus profit of $263.51.

Very truly yours,
Mason Barton
Mason Barton

Factory Fresh V-Belts Create $263.51 PROFIT IN A SINGLE MONTH!

The letter speaks for itself. Here's a dealer who's cashing in on Durkee-Atwood's sensational sealed package . . . who shows you the sales and profit opportunities offered by Durkee-Atwood *Factory Fresh* V-Belts.

Mr. Barton has the answer. He not only aggressively sells them for replacements . . . he also recommends Durkee-Atwood *Factory Fresh* V-Belts as a spare. He makes a sale, and he makes a friend because the spare *Factory Fresh* V-Belt protects the motorist against engine damage when belt failure occurs on the road.

The Durkee-Atwood sealed package does more than give you the best-looking V-belt display you've ever seen. It gives you real merchandising ammunition . . . a V-belt that is guaranteed to be *Factory Fresh* when the package is broken open and the belt put into use.

This unique package also gives you complete replacement information, by cross-reference with other popular belt numbers, and by car make and model. Send in the coupon below for the *Factory Fresh* V-Belt story, and the name and address of the Durkee-Atwood jobber in your area.

Copyright 1953, Durkee-Atwood Co.

MAIL THIS COUPON TODAY!

DURKEE-ATWOOD CO. Dept. SA-2
Minneapolis 13, Minn.

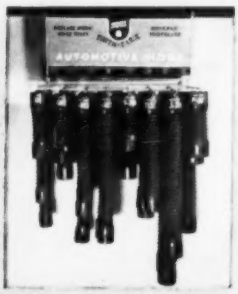
Gentlemen: Without obligation, of course, please send complete information regarding your *Factory Fresh* program and name and address of your jobber in my area.

Name_____

Firm_____

Address_____

City_____ Zone____ State_____



NEW! DURKEE-ATWOOD KWIK-FLEX AUTOMOTIVE HOSE!

Only 18 sizes required for all 1936-52 passenger car applications. Bends, stretches, compresses for easy installation without special tools. Molded rubber hose ends. Licensed under patent numbers 2,396,059 and 2,430,081.

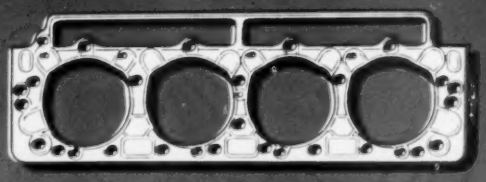
DURKEE-ATWOOD CO.
Minneapolis 13, Minn.
Manufacturers of V-Belts, Rubber and Chemical Products Since 1910

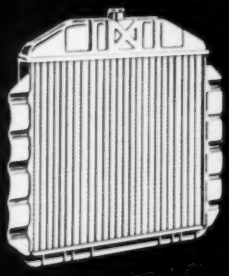
THE PERMATEX COMPANY

... is giving away a flock of $5 awards every month during our big FORM-A-GASKET campaign. So everyone has a chance, answers will be judged purely on their value to mechanics. It's easy to win.. nothing to buy—no 25 word limits—neatness doesn't count—even grammar is not important. Just tell us in your own words how you use FORM-A-GASKET and how it helps you do a better job. For the complete story, get an official entry blank from your Jobber, Jobber's salesman, the Permatex man or write us.

PERMATEX COMPANY, INC., 1710 Ave. Y, Brooklyn 35, N. Y.

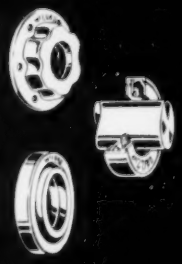
McCORD GASKETS



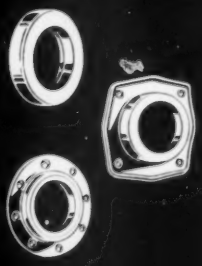


McCORD RADIATORS and CORES

McCORD MUFFLERS-PIPES



McCORD OIL SEALS



McCORD PRODUCTS

Original Type for Replacements

The McCord name on a gasket, radiator, muffler, pipe, or oil seal—is your assurance of a quality product that has been individually Engineered to give equal or better service than the part replaced. Specify "McCord" stock and have on hand McCord Products. McCord distributors near at hand are ready to serve you.

McCORD CORPORATION, Detroit

SOUTHERN AUTOMOTIVE JOURNAL is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Co. Executive and Editorial Offices: 806 Peachtree St., N.E., Atlanta 5, Ga. Entered as second-class matter at the Post Office, Dalton, Ga. Subscription Rates: United States and Possessions, $2.00 per year; Canada and Foreign Countries, $10.00 per year.

Volume 33 Number 2

Cuts the rate of engine wear!

There's one sure way to pick up oil additive profits—show the famous Casite guarantee! Tell your customer he gets Better and Smoother Motor Performance with Casite, or he gets back *twice* what he paid.

Casite sells fast, too, because it makes *any* oil a *faster* oil. Independent laboratory tests show Casite speeds the flow of No. 20 oil 31% at 50° F., more when the engine is colder. This means oil is more fluid in cold motors, yet has normal body in warm motors, so the engine gets proper lubrication at any temperature. Bearings, valves, pistons and rings get *immediate* protection during the vital warm-up period when most engine wear occurs.

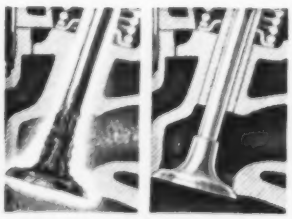
So sell Casite both ways. Push it for guaranteed Smoother Performance. Push it for plus-protection at start-up time, for less wear all the time. Tell the Casite story to every customer—for steady, extra profits.

CASITE DIVISION, HASTINGS MANUFACTURING CO., HASTINGS, MICH.

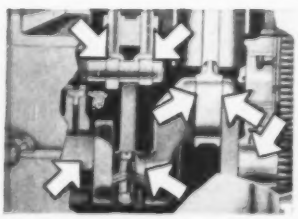
Casite, Drout, Hastings Piston Rings, Spark Plugs, Oil Filters

. . . GUARANTEES BETTER AND SMOOTHER PERFORMANCE or Double-Your-Money-Back

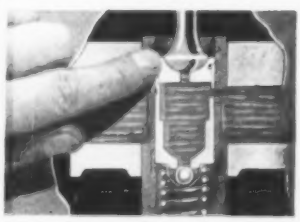
Casite cleans the engine, too. A pint through the air-intake, or in the gasoline, assures better and smoother engine performance.



Casite gets rid of gum and goo, frees sticking valves and rings, lets the power zoom through. It's the quickest, easiest tune-up you've ever sold.



Continued use of Casite keeps the engine fully protected, cuts startup wear to a minimum, keeps the engine keen, clean, free-running and powerful.



Casite aids hydraulic valve lifters, too. Casite gets oil into hydraulic valve lifters quicker, helps the lifters function smoothly all the time.

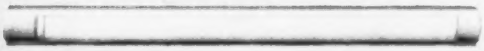
for NEWS in '53

SCHOFIELD MFG. CO. OFFERS 5 "NEWS"

Each one of these new Panels illustrated is die-formed to insure "A BETTER JOB QUICKER." Practically every Panel that you Need is now Embraced in the Schofield Panel Line.

NEW

P-272 Schofield Rocker Panel. 1949 Buick—All Models. 1949 Olds. "98" Series, 1949 Cadillac "61 & 62" Series. Right and Left Same.



NEW

P-268R, P-268L Schofield Rocker Panels. 1952-53 Ford and Mercury 4-Door. Contains Step Plate.

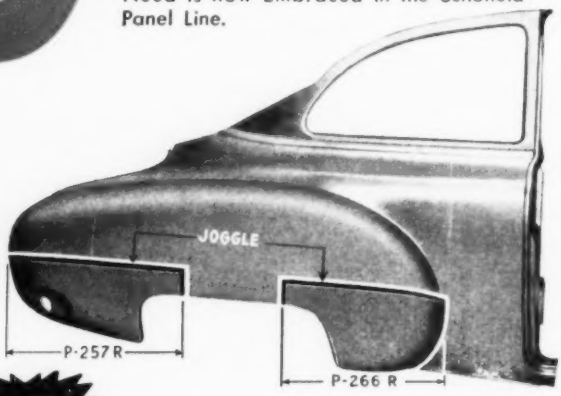
NEW

P-267R, P-267L Schofield Rocker Panels. 1952-53 Ford and Mercury 2-Door. Contains Step Plate.

Look for the name

SCHOFIELD® PANEL on every panel!

See your SCHOFIELD Jobber first or write direct for latest SELECT-O-CHART illustrating THE MOST COMPLETE LINE of over 300 SCHOFIELD PANELS.



NEW

P-257R, P-257L Schofield Fender Sections. 1949-50 Chevrolet. 2-Door and 4-Door. (Joggle extends along all necessary edges for quick easy installation.)

NEW

P-266R, P-266L Schofield Fender Sections. 1949-50-51 & 52 Chevrolet, Pontiac, Olds. "78 & 88" Series, 2-Door only. (Joggle extends along outer edges for quick easy installation.)

These otherwise unavailable Schofield Fender Sections eliminate the necessity of using on entire Rear Fender when these vulnerable areas of the fender are damaged by rust or collision, and particularly the 1949 models which are now going through the rusting-out stage.

SCHOFIELD MANUFACTURING CO.

NAME .....

ADDRESS ..... CITY .....

STATE ..... YOUR JOBBER .....

SCHOFIELD MFG. CO.

Autobody Replacement Panels ··· They Fit

1146 E. 222nd. A BETTER JOB-QUICKER CLEVELAND 17, OHIO

There is a Schofield Panel for most of the "Rusting-Out" and Badly Damaged Body Sections

The Best Head is a Ground Head

. . . and that's why your best bet is the

New No. 562 VAN NORMAN Head Grinder

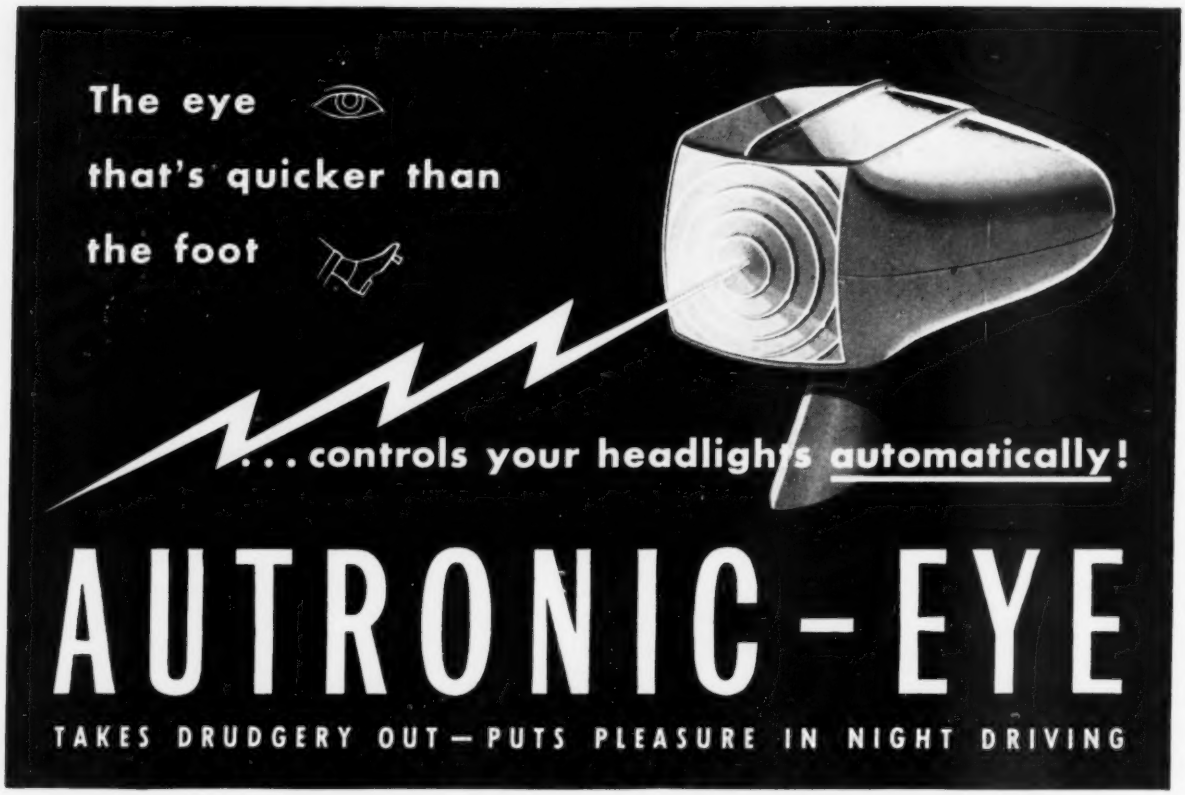
Here's the *"One-Man Machine Shop"* that does away with dust . . . fatigue . . . operator-errors.

This new high speed automatic machine wet-grinds "in-line" and "VEE" blocks exactly parallel to the crankshaft. It also grinds manifolds. Finish is uniformly even for proper gasket seal. And the operator has the easiest, most fool-proof grinding job he ever had.

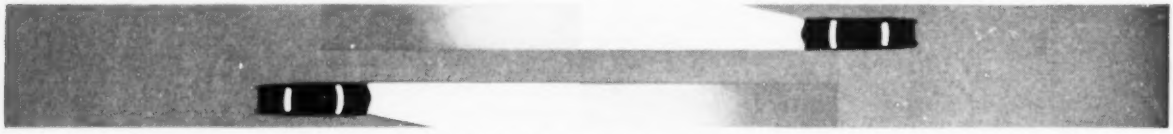
New No. 562 has plenty of power . . . 5 HP wheelhead motor, 1725 R. P. M. Automatic feed, 48" per minute. Capacity: 46" long x 14" wide. Here's a fast, modern, precision machine-shop service you can really sell to all types of accounts. See your jobber *NOW*, or write: Van Norman Co., Springfield 7, Mass.

GET IT FROM YOUR JOBBER

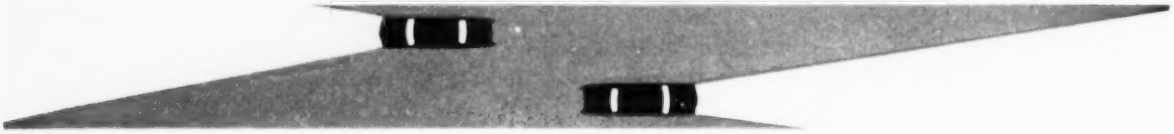
The Best-Equipped Shop Gets the Business! that's why *"It Pays to Van Normanize"*



Mounted on driver's side of instrument panel, the Autronic-Eye picks up the beams of approaching headlights and . . .



. . . relays an electronic signal to the power unit under the hood. Your lights are "dimmed"—automatically—and kept dim until . . .



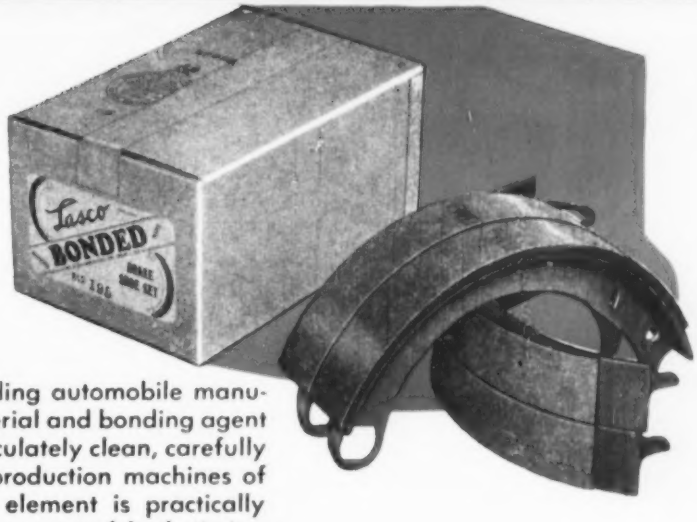
. . . all oncoming traffic has passed. Then the Autronic-Eye brings your lights back to bright—automatically!

You'll never know what *pleasure* night driving can be until you've tried this wonderful new automatic headlight control! Guide's Autronic-Eye takes your foot off the floor switch . . . takes your mind off the job of adjusting your lights and lets you relax and enjoy the trip. Proved by more than 100,000 automobile owners during the past year, this amazing electronic device means more safety and courtesy, more comfort and convenience, on the highway after dark. For complete information, write to Guide Lamp Division of General Motors, Anderson, Indiana.

Guide
FOR SAFER DRIVING

GUIDE LAMP DIVISION OF GENERAL MOTORS, ANDERSON, INDIANA

BONDED SHOES



BONDING BRAKE SHOES is mighty particular business, and it's another job that LASCO does in a superlative manner. The success of bonding is dependent upon applying the RIGHT MATERIALS by men with years of "know how" under the critical supervision of engineers who know why.

To LASCO SEGMENTS — AMERICA's Finest, we apply a bonding agent made by one of America's leading automobile manufacturers—QUALITY of both brake material and bonding agent are the best. They are applied to immaculately clean, carefully inspected shoes of correct radius by production machines of special design, in which the human element is practically eliminated. Automatic electronic devices control both timing and temperature. Nothing is left to chance.

That's the way LASCO produces "shoe exchanges" on a mass production basis, and the traditional LASCO QUALITY AND WORKMANSHIP have made them popular with brake shops and garages everywhere for the last twelve years. Complete stocks are carried by prominent jobbers.

Lasco

BONDED SETS

WRITE FOR THE NAME OF THE NEAREST JOBBER

LASCO BONDED SETS, the identical brake linings with the same bonding agent applied and dried, the very same materials we use in our own volume operations, are available to brake shops and garages in all popular sizes through established LASCO jobbers. Brake reliners wishing to make their own applications should consult their automotive jobber. For lasting satisfaction, accept no substitutes for LASCO BONDED SETS—they're the best you can buy.

QUALITY · SERVICE · Laher · SINCE 1908

MANUFACTURED BY Lasco **BRAKE PRODUCTS CORP., LTD.**

EASTERN HEADQUARTERS • 2131 LOCUST STREET • ST. LOUIS, MISSOURI
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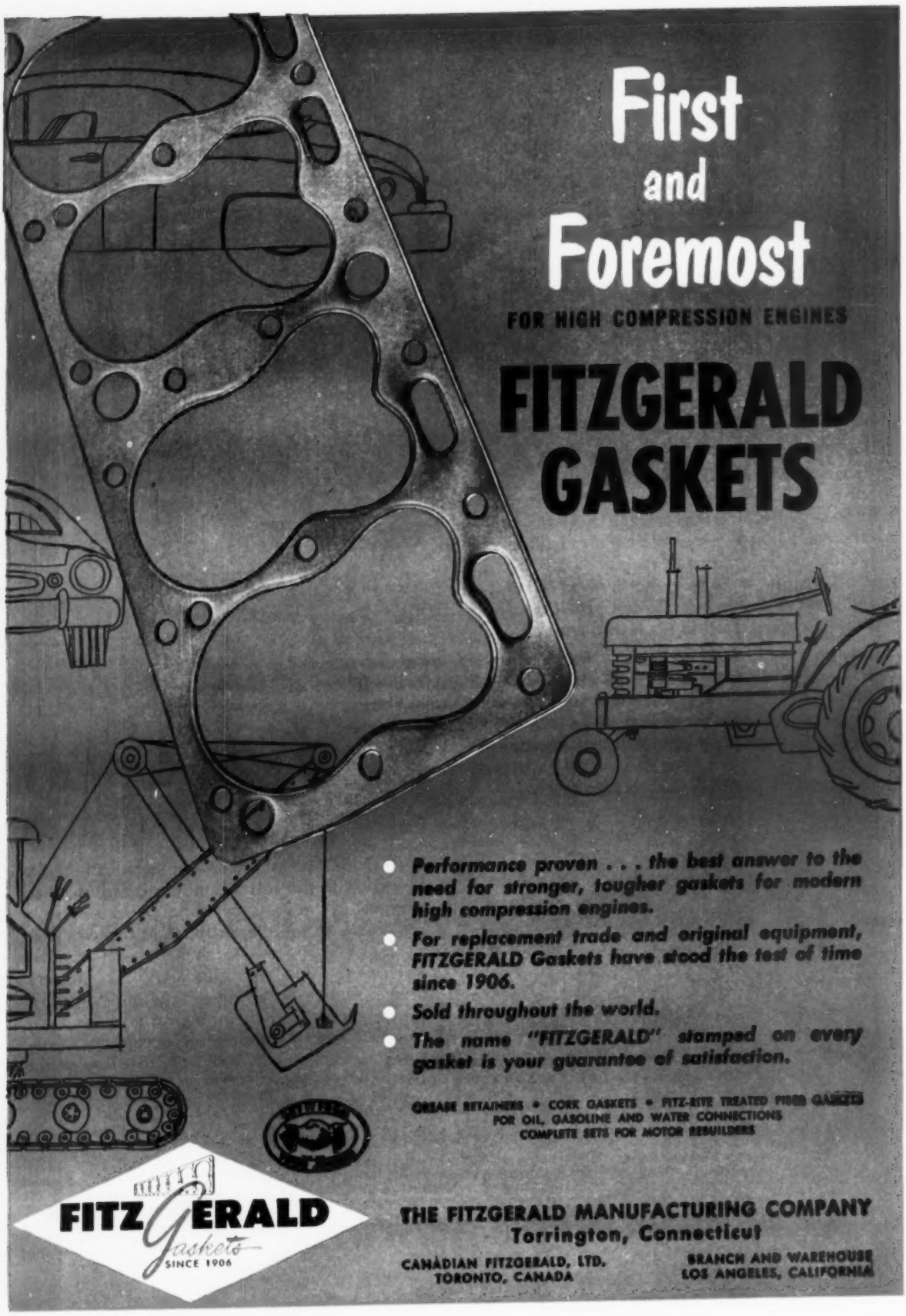
LAHER INDUSTRIES

LAHER TIRE & RUBBER CO., INC. • LAHER BATTERY PRODUCTION CORP. • LAHER SPRING & TIRE CORP. • LASCO BRAKE PRODUCTS CORP., LTD.


First
and
Foremost
FOR HIGH COMPRESSION ENGINES
FITZGERALD
GASKETS
Performance proven . . . the best answer to the need for stronger, tougher gaskets for modern high compression engines.
For replacement trade and original equipment, FITZGERALD Gaskets have stood the test of time since 1906.
Sold throughout the world.
The name "FITZGERALD" stamped on every gasket is your guarantee of satisfaction.
GREASE RETAINERS • CORK GASKETS • FITZ-RITE TREATED FIBER GASKETS
FOR OIL, GASOLINE AND WATER CONNECTIONS
COMPLETE SETS FOR MOTOR REBUILDERS
FITZGERALD
Gaskets
SINCE 1906
THE FITZGERALD MANUFACTURING COMPANY
Torrington, Connecticut
CANADIAN FITZGERALD, LTD.
TORONTO, CANADA
BRANCH AND WAREHOUSE
LOS ANGELES, CALIFORNIA

The improved design on this Moog Coil Action part is another Moog first to speed-up servicing front ends. Moog No. K-230 Idler Arm for 1952 Fords gives greater accuracy, economy and ease of installation as the studs can be replaced separately without removing arm. This Moog design also features rolled threads, which insure longer wear, precision bearing surface, and gives a perfect fit.

MOOG

MOOG INDUSTRIES, INC. 6650 Easton Ave., St. Louis 14, Mo.

Moog designs and makes a part to do a better job than the one it replaces.

© 1953 M.I.I.

Three new salesmen for AC Products:

• AC is providing its Retailers with these attractive cut-out advertising displays. Check with your AC field man to make sure you have your copies — they will help to step up sales of the AC Products which you handle.

AC SPARK PLUG DIVISION GM GENERAL MOTORS CORPORATION

2.
Make the most of their money-making messages!
OIL SERVES YOU-
KEEP IT CLEAN
AC
OIL FILTERS
WITH ALUVAC ELEMENTS

FUEL PUMPS
Wear Out Too!
3.
Display them where every customer will see them!
AC
FUEL PUMPS
REPLACE WITH
America's First and Finest

How Clean is

Use New, Improved

"Clean as a whistle" now has a happy, new meaning. Never before have you been able to clean so clean with such little effort. That's because of the *extras* you get with new, improved V-C Cleansers.

Just look at them!

You'll whistle about their QUALITY

Most of the raw materials that go into V-C Cleansers are mined and manufactured directly by V-C. That's your assurance that V-C Cleansers are made of the finest ingredients available. Careful formulation and rigid manufacturing controls blend these top-quality raw materials into cleaning compounds of the highest quality. You get better cleaning.

You'll whistle about their ECONOMY

V-C Cleansers are no more expensive than ordinary cleansers. V-C saves money by producing most of its own raw materials. These savings are passed on to you in more cleaning power at lower cost. When you buy cleansers from V-C, you are buying from the manufacturer of the basic ingredients. You get greater value.

You'll whistle about their GRANULATION

New V-C Cleansers are granulated to a uniform particle size to assure physical uniformity. This means no caking, no dusting, less waste and easier use in hot or cold, hard or soft water. The granules stay separate and easy to handle, dissolve quickly and start cleaning immediately. You get easier cleaning

Unsurpassed quality, uniform granulation and real economy are just some of the extras you get with V-C Cleansers. Get all of the facts. Learn how cleaning with V-C Cleansers is a happy job.

MAIL THIS COUPON TODAY

a Whistle?

V-C®

CLEANSERS and see!

V-C FIT* *Car-Wash*

Non-streaking, high-sudsing, V-C FIT is safe to use on the most delicate of waxed finishes and on car upholstery. It is instantly soluble, works well in hard or soft water, is ideal for production line techniques in car-washing. Makes your customers happy!

V-C ROY* *Concrete Cleanser*

Specially formulated for cleaning garage floors, service station aprons, machine shops, etc. Decidedly economical, V-C ROY is 100% active, leaves a pleasant pine aroma, is readily soluble in cold water. Ideal for day-to-day use in keeping concrete spotless.

V-C TUFF*
Heavy-Duty Concrete Cleanser

A superlative cleanser for removing *really heavy* deposits of oil, grease and dirt from concrete, cement and metal. Ideal for cleaning grease pits, shop floors, grease-caked machinery . . . excellent for cleaning white wall tires. Has high alkalinity, two separate emulsifiers . . . is completely free-rinsing and is fortified with pine oil. V-C TUFF is safe to use on metal . . . will not harm rubber . . . is positively non-flammable . . . leaves concrete white.

V-C ZIP
Heavy-Duty Steam Cleaner

Unsurpassed for steam cleaning heavily incrusted and greasy equipment. Should be used on tough surfaces where maximum cleaning power is needed. It is also a superior heavy-duty vat cleaner for stripping paint and removing various heavy soil deposits.

V-C JET*
Medium-Duty Steam Cleaner

Specially formulated for general, all-around use. Will not clog steam coils, pumps or hose nozzles. Actually dissolves previously deposited lime scale. Softens hard water, is non-irritating and free-rinsing. Excellent for vat cleaning and metal degreasing.

V-C QUICK*
Light-Duty Steam Cleaner

Provides strong cleaning action without the unpleasant effects of caustic alkali. Safe to use on magnesium and aluminum parts, its vapors are harmless to operator and surface. Poor ventilation and delicate surfaces are no problem when you use V-C QUICK. It's also ideal for use as a mild vat cleaner.

V-C CEL *Water Conditioner*

Conditions and softens hard water. In hard water areas, V-C CEL should be added to the solution tank of steam cleaning machines and used along with the proper V-C Steam Cleaner. It makes steam cleaning more efficient and helps protect valuable equipment.

*Reg. Applied For

for Complete Information

VIRGINIA-CAROLINA CHEMICAL CORPORATION
Chemicals Division • 401 East Main Street, Richmond 8, Va.

SAJ

VC CLEANSERS

Without cost or obligation, please send me complete information on new, improved, granulated V-C Cleansers.

NAME _____

FIRM _____

STREET _____

CITY _____ STATE _____

Gatke

BRAKE LINING

For the man who wants the best

A-T.42 GUARANTEED 25,000 MILES

The Gatke 25,000-mile guarantee is evidence of brake lining superiority. You can install Gatke Grooved A-T .42 lining with full confidence in its quality, durability and customer satisfaction. Exclusive, patented GROOVED CONSTRUCTION CLEANS . . . COOLS . . . DRIES!

GET FULL DETAILS FROM YOUR JOBBER . . . OR WRITE DIRECT

GATKE CORPORATION AUTOMOTIVE DIVISION 238 N. LA SALLE STREET **CHICAGO 1, ILL.**

Manufacturers of ASBESTOS BRAKE LINING FOR EVERY PURPOSE • • • MOULDED ASBESTOS FRICTIONS—ALL SHAPES AND SIZES • • MOULDED FABRIC BEARINGS SERVING ALL INDUSTRIES • • • ASBESTOS TEXTILES

1 Match any car color in a few minutes!

2 Prepare only as much paint as you need and reduce waste!

3 Maintain a low paint inventory at all times

Modernize auto refinishing with the low cost

R-M Tintometer

The Tintometer is accurate to an extremely precise 1000th part of measurement! No complex moving parts! Highly compact and sturdy!

RINSHED-MASON CO.

5035 Milford Ave., Detroit 10, Michigan
1244 N. Lemon St., Anaheim, California

In Canada: Standard Paint & Varnish Company, Ltd., Windsor, Ontario

Another *important* Inauguration

Here it is! The inaugural announcement of the 1953 lines of General Motors cars.

And, with it, GM inaugurates a completely new and fresh version of the famous "Key" campaign.

For in 1953, these advertisements appearing monthly in leading national magazines will be illustrated with dramatic full-color photographs showing GM engineering in action.

And the copy will tell even more dramatically how GM engineering works to make the key to a GM car the key to greater value—and, greater sales for you.

GENERAL MOTORS PRESENTS The Key Values For 1953—Handsome examples of the engineering progress that makes the key to a General Motors car your key to greater value!

NOW ON DISPLAY AT CHEVROLET, PONTIAC, OLDSMOBILE, BUICK, CADILLAC DEALERS

SURE... I'M A CAPITALIST!

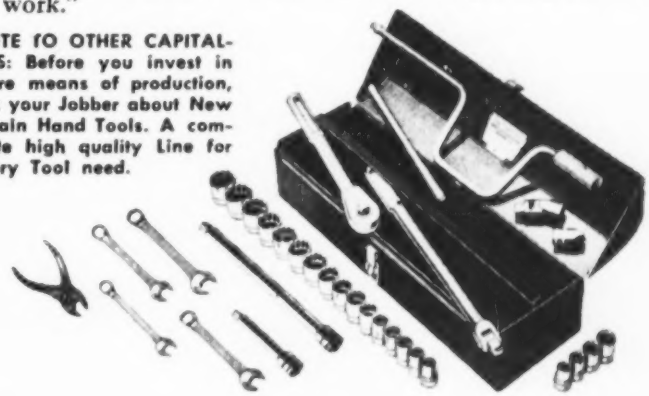
"Being a mechanic, I like to take things apart and see what makes 'em tick. Now, you take that word Capitalist apart . . . the dictionary says it means — 'a man who has capital, owns the means of production, or stock in trade'. To me it's just a six bit word that says here in the U.S.A. any man can become a capitalist, and quick!

"That's why we've got millions of capitalists in this country, and I'm a good example, because I've got everything it takes . . . my 'capital' — a few bucks in the savings bank . . . my 'means of production' — the New Britain Hand Tools I own . . . and my 'stock in trade' — the know-how to use those Tools at my job in the shop.

"Sure, I work hard . . . I'm really the 'dirty' capitalist the Commies talk about . . . because I get my hands dirty, a smudge on my nose and a little oil in the eye occasionally. But, I'm doing the good job I like, not because someone says I must. I don't want a medal from some commissar, or my name in their controlled press as the winner of some screwy five year plan. Those things are no good at the corner grocery. All I look for is the chance to make a decent living in a free country like ours. And, while I'm working at my job I'm also working at keeping it that way. Let's keep our American system — and work to make it better.

"Hand me that New Britain Ratchet . . . I've got to get back to work."

NOTE TO OTHER CAPITALISTS: Before you invest in more means of production, ask your Jobber about New Britain Hand Tools. A complete high quality Line for every Tool need.



N-A-P-A Assurance of Quality

New Britain HAND TOOLS

GREATER STRENGTH • BETTER FIT

THE NEW BRITAIN MACHINE CO. • NEW BRITAIN, CONN.

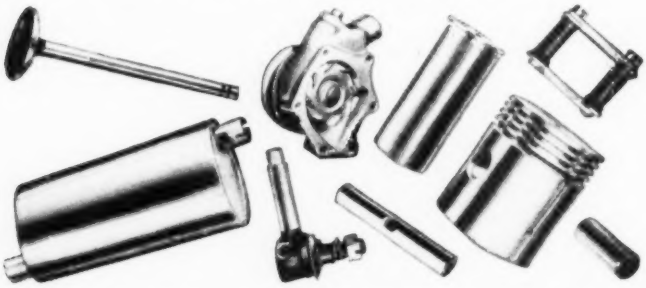
"My daddy's an auto repairman, see?"

". . . and he says that Permite Replacement Parts are the *best* to use in all makes of cars, trucks and buses.

"Don'cha see why? Permite Replacement Parts last longer and perform better so Daddy's customers stay happy and always come back again when they need somepin' done!

"What's more, these Permite Replacement Parts give shops a nice profit margin, and that's important with the price of milk these days!

"If you're a repairman and don't use Permite Parts, better get with it, Buster! There's a Permite Jobber near you!"



GET IT FROM YOUR JOBBER

ALUMINUM INDUSTRIES, Inc. · CINCINNATI 25, OHIO

PERMITE Replacement Parts

PISTONS • PISTON PINS • VALVES • VALVE GUIDES • VALVE STEM KEYS • VALVE SPRINGS
WATER PUMPS • WATER PUMP PARTS • CYLINDER SLEEVES AND ASSEMBLIES • TIE-ROD ENDS
SPRING SHACKLES • KING BOLT SETS • BUSHINGS • MUFFLERS AND CLAMPS • TAIL PIPES

TIMELY TOPICS by UNITED MOTORS SERVICE
GM
GENERAL MOTORS
UNITED SERVICE MOTORS
BEST FOR YOUR BUSINESS!
World-Famous Parts and Accessories by General Motors
DELCO BATTERIES
MORAINE ENGINE BEARINGS
HYATT ROLLER BEARINGS
INLITE BRAKE LININGS
Guide LAMPS
NEW DEPARTURE BALL BEARINGS
DELCO AUTOMOTIVE MOTORS AND CLOCKS
Delco-Remy STARTING, LIGHTING & IGNITION
ROCHESTER CARBURETORS
HARRISON THERMOSTATS
MORAINE GASOLINE FILTERS
Saginaw JACKS
HARRISON RADIATORS
DELCO BRAKE PARTS AND FLUID
KLAXON HORNS
ROCHESTER CIGAR LIGHTERS
DELCO RADIO PARTS
AC GAUGES—SPEEDOMETERS
DELCO SHOCK ABSORBERS
EXTRA
EXTRA

HOW'S YOUR BUSINESS?

You probably hear that a dozen times a day—but supposing someone asked you—How should business be? Well, we looked up the answer to that one and want to pass it along to you.

At the end of World War II there were 30 million vehicles on the road. At the end of '52, seven years later, this figure had jumped to 52 million! An increase of 22 million customers for replacement parts. But there's still more! In 1930 the average car scrapped was 7 years old—today the average car is 13 years old when scrapped. It goes without saying that the longer they're on the road, the more replacement parts they'll need. This shows us what a tremendous business we're in—an ever-increasing market plus the fact that the life of today's car has almost doubled! We certainly believe that the replacement parts business is a pretty good business to be in.

DO YOU KNOW WHAT MAKES A SAGINAW JACK DIFFERENT?

It's the recirculating ball principle, exclusive in the Saginaw jack. *Here's how it works:* The lifting power of the jack is obtained from a screw threaded into a nut which rotates on a continuous stream of steel balls circulating through an enclosed passageway. Sure it's a simple principle, but it means you can lift an automobile with less effort than normally used in turning the steering wheel of a car in motion! Smart dealers will sell a lot of Saginaw jacks by demonstrating them.

* * * * * * * * *

YA' CAN'T TELL THE PLAYERS WITHOUT A SCORE CARD! It's the same with replacement parts and accessories—You will find the information you need on United Motors Lines in the latest United Motors Automotive Dealer Catalogue. Ask your United Motors distributor about it.

* * * * * * * * *

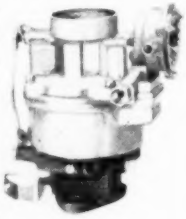
NEW DELCO 12-VOLT BATTERY DESIGNED FOR PASSENGER CARS

Delco announces production of a 12-volt battery specifically designed for passenger car use! One model (3EE-70) makes its appearance on the '53 Cadillac, Oldsmobile and Buick Models 50, 70. The 12-volt battery was engineered to handle the increased electrical demands of the modern car. They are already available from United Motors distributors.

YOU SHOULD SEE WHAT THEY'VE GOT IN MICHIGAN!

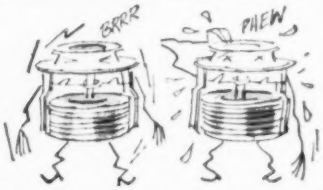
And we're not talking about the good fishing! We mean the General Motors Proving Ground. What those boys can't do with a car, can't be done anywhere. It was here that the Inlite brake linings were given the acid test. Brake linings, like parachutes, gotta be good . . . even though the customers may not be around to return the defective ones! That's why Inlite puts theirs through such a torturous test—they want to keep customers for a long time.

NEW ROCHESTER CARBURETOR WITH AUTOMATIC CHOKE



The 1953 Chevrolet made its debut sporting a new Rochester automatic choke carburetor. But Rochester didn't stop there—they are also producing both the automatic and the manual choke carburetors for past models of Chevrolet. Even the older models can have the zip that these new Rochester carburetors supply.

THERMOSTATS ARE IMPORTANT IN SUMMER AS WELL AS WINTER!



Winter is always a busy time for thermostats, but we're inclined to forget about them when warm weather comes. We shouldn't though, because correct engine temperature control can mean the difference between a smooth running car and a faulty one—poor gasoline mileage and good mileage. The wise mechanic checks them periodically. And when he installs a new one, he makes sure it's a Harrison. They're easy to stock because a few part numbers service most cars.

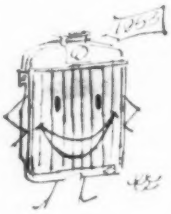
* * * * * * * * *

GIVE THE MECHANIC A BREAK! That's just what Delco Brake does with its repair kit. It's a time saver because all necessary parts are included. Delco Master Cylinder Repair Kits and the Wheel Cylinder Repair Kits both come in sealed containers.

RADIATOR NEWS FOR '53

There'll be some changes made in the new models for '53 and here they are:

	Radiator Part Number
'53 Buick, Series 40	3130075
'53 Buick, Series 40 (Dynaflow)	3130076
'53 Buick, Series 50-70	3130077
'53 Oldsmobile, All Models	3130604
'53 Oldsmobile, w. Frigidaire Cooling	3130671
'53 Pontiac, 8 cylinder	3129947



It seems that about the only thing the whole world agrees on is a Harrison radiator—because they are in use in every country and climate in the world.

* * * * * * * * *

We'd all be wealthy men if we gave as much thought to our sales talks as we do to an excuse for the little lady after a night out.

* * * * * * * * *

BRAKE FLUID EXCEEDS S.A.E. SPECIFICATIONS

When put to test Delco Super 11 Brake Fluid was found to flow freely at 60 degrees below zero and would not vaporize at 325 degrees above zero during brake operation—exceeding S.A.E. specifications by a good margin. Another test of a different sort brought to light this fact: Approximately one-fifth of the nation's cars need brake fluid! Don't you agree that it's worth the effort to check them!

* * * * * * * * *

It's a common habit for customers waiting for service to walk around their car and kick all the tires. Why? Do you know?

HAVE YOU SEEN THE NEW "STREAMLINED" GENERATOR?

Technically speaking, it's called an extruded frame generator—but whatever you call it, when you see it, you will agree that it's a honey of a performer. You'll recognize it easily because it has *no cover bands!* Since the danger of over-lubrication has been greatly reduced by its new design . . . let us emphasize the need for *ample* oiling. The oil caps should be filled once with SAE No. 20 oil at each lubrication period. You'll be seeing a lot of these Delco-Remy streamlined generators, so it's to your advantage to see your United Motors distributor for further details.

HOW MUCH IS A ZILLION?

We don't know either, but the way those heater motors are rolling off the line at Delco Appliance we feel they must have just about reached that number. The fact that Delco designed their motor specifically for car heating equipment accounts for its popularity among leading automotive engineers.

HOW'S THIS FOR PROGRESS IN ENGINE BEARING DESIGN?

Charles L. McCuen, GM vice-president and general manager of the Research Laboratories Div., holds the steel backed cadmium-silicon-aluminum "Moraine Type 400" bearing which offers incredible performance! *Its surface of about 2 square inches will carry a load that would have required a thirty-square-inch bearing twenty-five years ago!* It's available for the new GMC 302 engine, which equips the 1952 and '53 GMC 2½- and 3-ton trucks. *This is an "exclusive" with Moraine.*

DELCO SHOCKS JUST ABOUT EVERYBODY!

Pardon our pun, but it's true. There are more Delco direct-acting shocks used for original equipment than any other make. As a matter of fact, if all the Delco shock absorbers in use today (80,000,000) were laid end to end—the line would reach from New York to Los Angeles five times. How about that! Also, there's a Delco shock made to fit almost every car on the road and a majority of the nation's light and heavy-duty trucks.

INTERESTING BEARING NEWS FOR '53

The 1953 Chevrolet ¾-, 1- and 1½-ton trucks and the same corresponding GMC truck models will have a new front wheel application. The past models used New Departure 909025 outer and a 909026 for inner bearing. The 1953 models will be equipped with a 909045 outer and a 909046 inner. The principal change being a larger inner race.

Cadillac will use a Hyatt A-200326-Z front and a A-200349-Z rear pinion bearings. Oldsmobile 88 and 98 will use a Hyatt A-200279-Z on the front and a Hyatt A-127341-YS on the rear of the pinion. The differential both right and left hand will be equipped with a Hyatt B-125298-W.

Saginaw Power steering, optional on GM passenger cars, will have a ND WC87504 on the outer pump shaft and the steering worm in the power steering will have two upper thrust bearings ND 5663818.

HERE'S ANOTHER "NEW" FOR DELCO-REMY!

It's the NEW 12-volt ignition system—designed to meet the ever-increasing electrical demands of the modern passenger car. You'll probably want to learn more about this 12-volt ignition system because it's original equipment on the 1953 Cadillac, Buick 50, 70 and Oldsmobile. Remember, too, it's a feather in your hat to be up-to-date on these automotive improvements—and to your advantage to get a copy of an informative booklet on the new 12-volt electrical equipment from United Motors Service, Dept. M-31, General Motors Bldg., Detroit, Mich.

NEW NIGHT-DRIVING SAFETY FEATURE

The new Guide Autronic-Eye dims headlights automatically when another car approaches and brightens them after the car has passed. This amazing innovation has created great interest and is available on 1953 Cadillac, Oldsmobile, Pontiac and Chevrolet. They've got so many good things on cars today—too bad they can't do something about that nut behind the wheel. Tch, tch—maybe they will—some day!

TIMELY TOPICS by UNITED MOTORS SERVICE

United Motors Features these Famous General Motors Products in a Dynamic Advertising Program Designed to Pre-Sell Your Customers!

DEALERS: It's easy to get started with United Motors lines—because no matter where you are, there's a United Motors distributor near you.

It's also easy to cash in on United Motors lines—because you're featuring the greatest names in the automotive replacement parts business—backed by the strongest advertising and merchandising program of its sort to ever hit the industry. Contact your United Motors distributor TODAY!

PRECISION VALVE SEAT CORRECTION easily - quickly - profitably with the NEW KWIK-WAY "Precision Midget" Valve Seat Grinder.

★ **ACCURACY OF ALIGNMENT**—assured by the KWIK-WAY Tapered Arbor . . . no guess work.

★ **EASE OF OPERATION** — light, compact, powerful motor plus 53° angle drive makes operation easy — with no backache!

★ **QUICK**—accuracy of alignment easily secured saves valuable shop time.

★ **PROFITABLE**—precision work in less time means greater immediate profit. And customer satisfaction always means more future business.

Phone your KWIK-WAY representative now for an in-the-shop demonstration. Seeing is believing! Or, fill out and mail the coupon today. There is a KWIK-WAY Valve Seat Grinder for every job — large or small!

HEAVY DUTY SEAT GRINDER

for heavier work or production grinding beyond the 2½" capacity of the "Precision Midget." There's a KWIK-WAY grinder for every valve-seat job.

TO BETTER SERVICE YOU . . . KWIK-WAY PRECISION EQUIPMENT IS SOLD ONLY THROUGH FACTORY TRAINED KWIK-WAY REPRESENTATIVES

Kwik-Way

SERVING THE MOTOR REBUILDING INDUSTRY SINCE 1920

Valve Facing Machines • Valve Seat Grinders Valve Seat Insert Tools • Cylinder Boring Machines • Vortex Suction Device • Line Boring Machines • Piston Cam Turning and Grinding Machines.

Cedar Rapids Engineering Co.,
915 17th Street N.E., Cedar Rapids, Iowa

☐ Please send complete details on Kwik-Way Valve Seat Grinders.
☐ Kwik-Way Man to Call.
☐ _____
Other Equipment in which interested

Name _____
Company _____
Street _____
City _____ State _____

Bendix-Eclipse

BRAKE BLOCKS AND LININGS

The Most Trusted Name in Braking BUILDS RELINE BUSINESS

When you let your customers know that you use Bendix-Eclipse* brake linings you are telling them something they want to hear. To them, as to you, the name "Bendix" has meant better braking since the early days of the motor car.

Why not sell the easy way—use the most trusted name in braking to sell reline jobs. These quality linings will help you hold business, too, because—true to the tradition that has built the Bendix reputation—Bendix-Eclipse linings perform better, longer. Talk Bendix and build business—starting right now!

*REG. U.S. PAT. OFF.

MARSHALL-ECLIPSE DIVISION OF

TROY, NEW YORK

THE NAME Bendix AVIATION CORPORATION MILLIONS TRUST

YOU GET MORE JACK

$ $ $ $ $ $ $ $ $ $ $ $ $

FOR YOUR MONEY

$ $ $ $ $ $ $ $ $ $ $ $ $ $ $ $ $ $ $ $

WHEN YOU CHOOSE A HEIN-WERNER

$ $ $ $ $ $ $ $ $ $ $ $ $

MODEL E12.9A
12 TON AXLE JACK

Just look at these features:

- Extra Large Base
- Pressure Tested Castings
- Positive Action Release Valve
- Center-Balanced Malleable Handle Socket
- Convenient Carrying and Positioning Handle
- Safety By-Pass to Prevent Over Travel of Ram
- Circular Grooved Ram Head
- Vertical or Horizontal Positioning
- Safety-Tested at 1½ Times Rated Capacity

For jet-fast action; dependable, trouble-free performance; and complete operating safety, you just can't beat a Hein-Werner Hydraulic Jack. Compare it dollar-for-dollar and feature-for-feature with any other jack on the market. See for yourself why Hein-Werner is the popular choice of over three million mechanics and truck drivers.

See your H-W jobber or write us

HEIN-WERNER CORPORATION
Waukesha, Wisconsin

Hein-Werner manufactures and sells more HYDRAULIC JACKS than any other company in the world today!

Hein-Werner HYDRAULIC JACKS

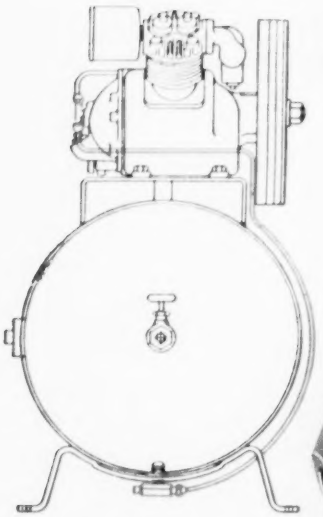
The Hein-Werner line of hydraulic jacks is COMPLETE! It includes Under-Axle Jacks of 1½, 3, 5, 8, 12, 20, 30, 50, and 100 tons capacity . . . "Bumper-Lift" Hydraulic Jacks for passenger cars . . . "Swift-Lift" and Service Jacks for shop use . . . Adjustable Car Stands for cars and trucks "Push and Pull" and "Pushmaster" Hydraulic Jacks for body, fender, and frame work.

KEEP WATER OUT OF YOUR AIR TANK WITH THIS NEW WESTINGHOUSE

C-1 Automatic Drain Valve

COMPLETELY AUTOMATIC

LOW IN COST • EASY TO INSTALL



Made of non-corrosive aluminum and oil-resistant rubber, the Westinghouse C-1 Automatic Drain Valve is installed on the bottom of the tank or aftercooler.

Operating pressure for the C-1 Automatic Drain Valve is obtained from the oil unloader pipe on a "start-stop" unit or the unloader pipe from the pilot valve on a "load-unload" operating unit.

• Let the new Westinghouse C-1 Automatic Drain Valve take over the job of keeping water out of your air tank. It's completely automatic in operation . . . there's no day to day manual draining, or, worse, no forgetting to drain. It eliminates the need for drip pans, drain lines or sewage connections.

Every time your air compressor starts, stops or unloads, the C-1 Automatic Drain Valve goes into action. Its piston—the only moving part—moves between the extended and retracted position, expelling collected water into the air as vapor.

Air pressure from the unloader pipe of your air compressor operates this Drain Valve which may be installed on the tank or aftercooler.

Everything you need for quick, easy installation—including all fittings and tubing—is furnished in a complete kit. The C-1 Automatic Drain Valve is available for all models of Westinghouse Air Compressors and fits most units of other makes as well (lever type unloaders excepted).

A water-free air supply is a must on most types of pneumatic equipment; it will help you get longer, trouble-free service from every type. Get full information on the Westinghouse C-1 Automatic Drain Valve from your Westinghouse Air Compressor dealer.

Westinghouse Air Brake
COMPANY

INDUSTRIAL PRODUCTS DIVISION **WILMERDING, PENNA.**

Factory Branch: EMERYVILLE, CALIF. Distributors throughout the United States . . . Consult your Classified Directory.
Distributed in Canada by: Canadian Westinghouse Co. Ltd., Hamilton, Ontario.

You can stake your reputation on PERFECTION "Certified" Parts!

THE MARK OF PERFECTION CERTIFIED PARTS
PERFECTION GEAR CO. HARVEY, ILL.

You—and your customers—gain when you install PERFECTION Certified Replacement Parts.

These high quality products are made especially for replacement needs. Every step of manufacture is a matter of precision workmanship to achieve "pre-fitted" uniformity, ease of installation, and long dependable service. Yes, you can stake your reputation on PERFECTION.

There is a PERFECTION jobber near you. He carries a representative stock of these quality parts and is prepared to render prompt, efficient, friendly service. If you do not know his name, write us.

Perfection Products include:

Silent Timing Gears, Metal Timing Gears, Silent Timing Chains, Sprocket Gears, Transmission Gears and Parts, Differential Ring Gears and Pinions, Differential Cases and Parts, Fly Wheel Gears, Clutch Plates, Pressure Plates, Clutch Cover Assembly Parts, Clutch Forks and Parts, Clutch Throwout Bearings, Clutch Rebuilders.

Perfection Gear Company, Harvey, Ill.

You, too, can cash in on this

MONROE'S 30-DAY

2 out of 5 need Shock Absorbers

Shock Absorbers *must* be replaced on modern cars. Soft, whippy springs require "shocks" to give smooth, safe ride. Many states now require regular "shock" inspection for safety. Now 24,000,000 cars equipped with direct-action shock absorbers. Millions more need Monroe easy-to-install "Conversion" Sets. Actual tests show you can sell 2 out of every 5 customers.

MONROE AUTO EQUIPMENT CO.

Monroe, Mich. — World's Largest Maker of Ride Control Products

proven profit maker

FREE RIDE PLAN!

MONRO-MATIC

SHOCK ABSORBERS

- **Thirty-day guarantee of customer satisfaction**
- **Monro-Matics—the sales leader that makes cars ride better than new**
- **Small stock serves 95 per cent of all cars**
- **Installation in as little as 10 minutes per shock**

The new Monroe 30-Day Free Ride Plan provides the greatest profit opportunity ever offered the industry. Guarantee makes sales easy for every car that needs shocks replaced — *two out of every five cars you service.*

The sensational new Monro-Matic shock absorber gives you a "leader" that makes cars ride better than new. Gives automatic adjustment for all loads and roads. Lets you sell complete sets for more than $10.00 profit. Dealers now using this plan are selling up to 3 and 4 sets a week. Get started with this money-making plan now. See your jobber or write today.

Rush your order for this display. Start making this easy money, today! Package holds balanced set of 4 shocks, individually boxed for practically every owner's car.

in the CLUTCH there's nothing like BUICK FACTORY ENGINEERED parts

INDIVIDUALLY MATCHED AND BALANCED—for smooth operation, lack of vibration and ease of installation.

FULLY GUARANTEED—made of highest-grade materials, to close specifications for sure customer satisfaction.

GET THEM FROM YOUR BUICK DEALER—with full discount.

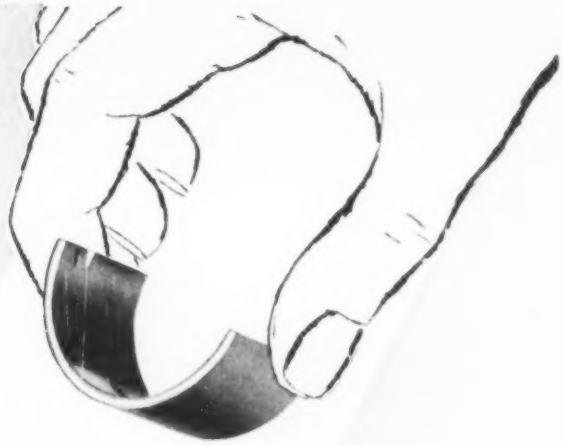
ENGINEER APPROVED ACCESSORIES

BUICK

FACTORY ENGINEERED PARTS

BETTER WORK WITH FACTORY ENGINEERED PARTS

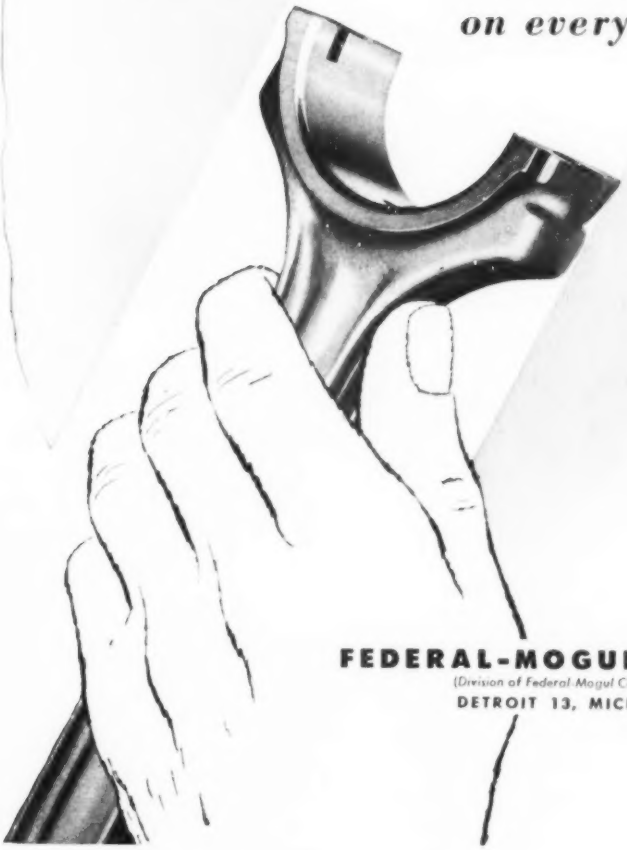
SEE YOUR BUICK DEALER



When they meet...

THE ROD MUST BE RIGHT!

Use Federal-Mogul exchange insert connecting rods on every overhaul!

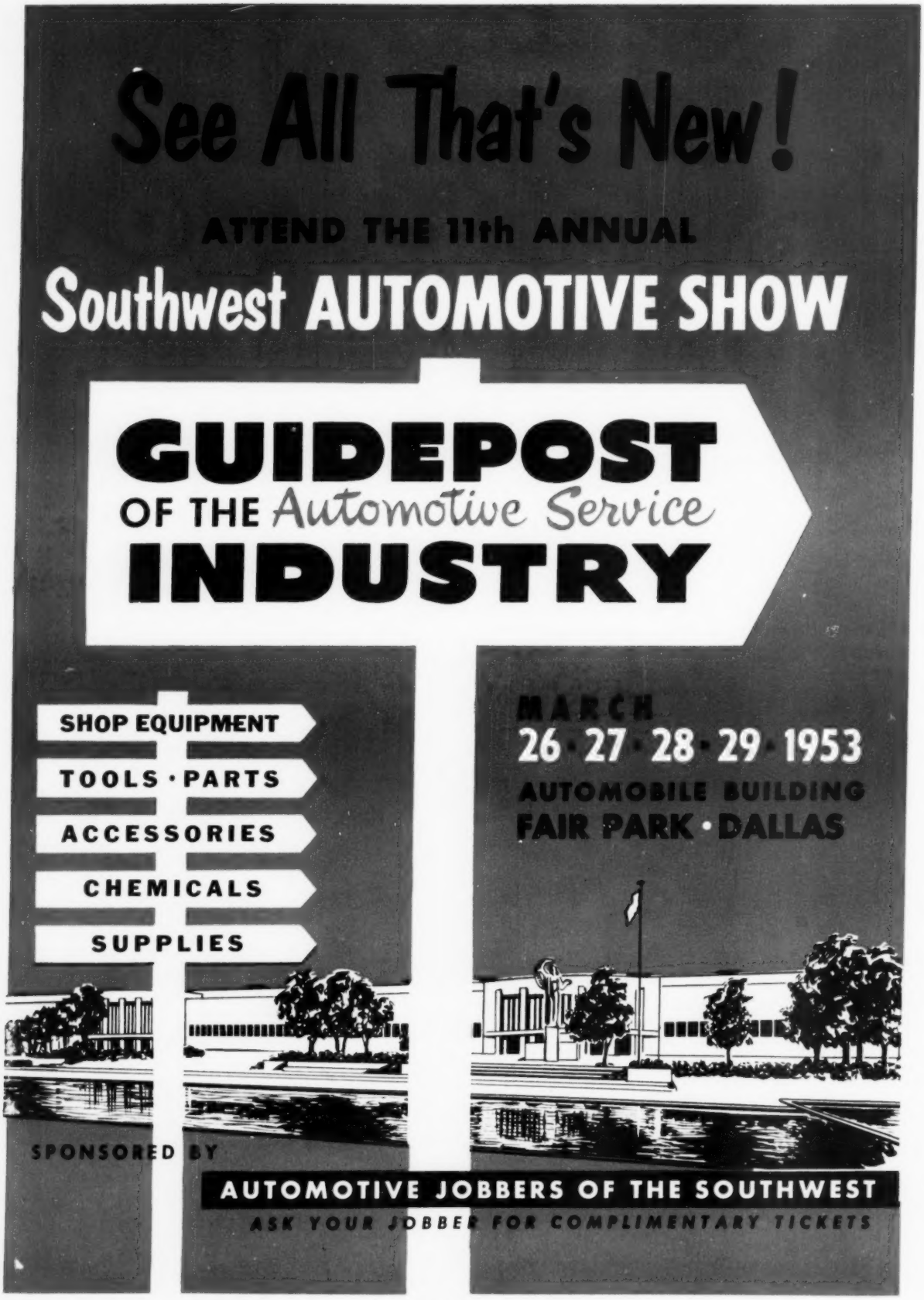


Don't take a chance! Just *one* extra thousandth of out-of-roundness in the rod bore can ruin your best overhaul. Federal-Mogul reconditioned rods are always *right!*

Engine Bearings (Main, Connecting Rod and Camshaft) • Bushings • Connecting Rod Service—Exchange Insert Rods, Rebabbitted Rods • Connecting Rod Bolts and Nuts • V-Seam Piston Pin Bushings • Shims and Shim Stock

FEDERAL-MOGUL SERVICE
(Division of Federal-Mogul Corporation)
DETROIT 13, MICHIGAN

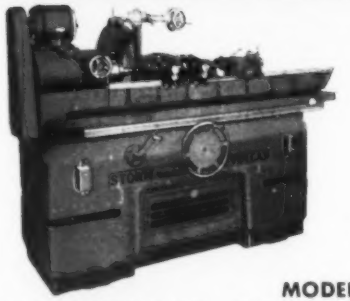
BEARING FEDERAL Mogul SERVICE


See All That's New!
ATTEND THE 11th ANNUAL
Southwest AUTOMOTIVE SHOW
GUIDEPOST
OF THE Automotive Service
INDUSTRY
SHOP EQUIPMENT
TOOLS · PARTS
ACCESSORIES
CHEMICALS
SUPPLIES
MARCH
26 · 27 · 28 · 29 · 1953
AUTOMOBILE BUILDING
FAIR PARK · DALLAS
SPONSORED BY
AUTOMOTIVE JOBBERS OF THE SOUTHWEST
ASK YOUR JOBBER FOR COMPLIMENTARY TICKETS

SENSATIONAL PROFIT MAKING FAST PRODUCTION MACHINES

STORM—VULCAN

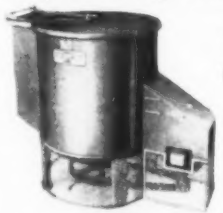
ENGINE RE-BUILDING EQUIPMENT



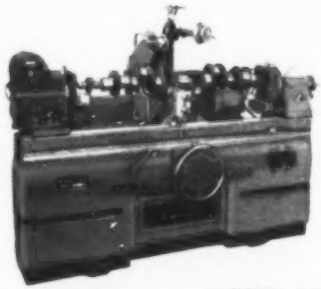
★ *Storm-Vulcan Engine Rebuilding Machines are engineered and manufactured for fast, precision, economical operation. They make engine rebuilding more profitable.*

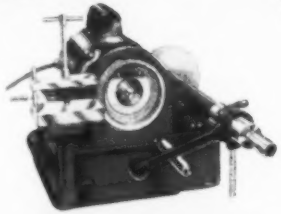
★ *Look to Storm-Vulcan for the finest Engine Rebuilding Equipment. Keep your shop modern and efficient. Give your customers better service—and make more money for yourself. Telephone or wire for an S-V representative to call.*

MODEL 75
CAMSHAFT GRINDER
Newest — most sensational money-making machine for engine rebuilders! Re-grinds camshafts up to 50" with amazing speed and precision. 6½" swing.



ALL STORM-VULCAN MACHINES CAN BE BOUGHT ON EASY PAYMENT TERMS





RODMASTER
CONNECTING ROD GRINDING AND HONING MACHINE
Grinds and Hones connecting rods in seconds. No set-ups — Instantly ready. Hones holes from 2" to 3½" in diameter.

WRITE FOR YOUR FREE COMPRESSION RATIO CHART

HEADMASTER
Cylinder Head Milling Machine
Mills average heads in less than 5 minutes! Gives positive control of stock removal — holds flatness to .001" or less. Built for long heavy duty service.

TURBO BLAST

WASHING MACHINES
Fastest, most economical washing machine for parts and motor blocks. Cuts cleaning costs in half! Powerful turbulent action removes grease, dirt, sludge with amazing speed. Sizes for all requirements.

MODEL 15-A
CRANKSHAFT GRINDER
More weight per square foot than any other crankshaft grinder! 22" grinding wheel. 62" between centers. (Will handle crankshafts up to 66".) Patented Double-Table Traverse. Rapid retracting grinding wheel. Precision balance.

WRITE FOR COMPLETE CATALOG
of Storm-Vulcan automotive engine rebuilding equipment which includes . . . Crankshaft Grinding Machines . . . Kotafin Machines—for producing a wear-resistant finish on re-ground crankshaft journals . . . Cylinder Boring Bars . . . Cylinder Hones and Burnishes . . . Connecting Rod Straightening Presses . . . Connecting Rod Aligners . . . Connecting Rod Boring Machines . . . Connecting Rod Grinding Machines . . . Piston Grinding Machines, and many other profit making machines.

The world's largest manufacturer of automotive engine re-building machines.

Please send me complete information about the Storm-Vulcan _____ machine.
Name _____
Firm _____
Address _____
City _____ State _____

STORM-VULCAN
INCORPORATED

2225 BURBANK ST. DALLAS, TEXAS

HANDY-
as a Shirt Pocket

MIRO-FLEX

ICC AUTHORIZED

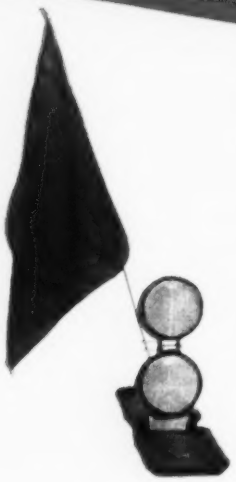
MODEL 18BF FLARE KIT

SET OF THREE
ECONOMY MODEL 18 FLARES
COMPLETE WITH FLAGS AND
STAFFS IN STEEL BOX

COMPACT

READY FOR INSTANT USE

This popular flare is now packed in sturdy metal box, a set of three with the staffs and flags in a compact package 4x4x8¼, small enough to tuck in most any handy place. It's the same dependable No. 18 with the twin red Stimsonite 12A lenses which reflect over 24 candlepower, which exceeds ICC requirements by 100 per cent. The No. 18 Miro-Flare is visible for one-half mile in either direction, effective up to 57° angle.



The Model No. 18 will also be available in sets of three packed in metal carrier for mounting on cab or chassis. Also sold as singles for passenger cars. *Remember!* The genuine Miro-Flare is the original reflecting flare and all models carry the coveted Underwriters label and are authorized under ICC for all commercial vehicles. When you purchase Miro-Flex, *you have the very best.*

WRITE FOR LITERATURE ON COMPLETE LINE

THE MIRO-FLEX CO., INC.

1824 E. SECOND • WICHITA, KAN.

That's what your customer is really saying when he asks you to check his brakes. His safety depends on you.

Install Only Genuine Thermoid

Thermoid is an organization of Brake Specialists. The name Thermoid on Brake Products is the greatest assurance of safety you can offer any motorist.

Every piece of Thermoid Brake Lining . . . every can of Thermoid Brake Fluid . . . every Thermoid Hydraulic Brake Part, meets the most rigid specifications.

Ask your jobber for details on Thermoid's Complete Brake Service plan.

Thermoid

the standard of precision processing in brake lining, brake blocks, hydraulic fluid, cylinder assemblies, hydraulic brake parts.

Thermoid Company • Trenton, New Jersey

IT'S A GOLD

You'll Strike it Rich with...

THIS *plus*

...it helps the service man to more profitable operation... it contains information available nowhere else... it helps make bigger and better sales. There is positively no other compilation of useful hard-to-find, technical information like this in the industry.

Yours for the Asking!

THIS BOOK IS FOR SALE FOR $5.00 YET IT IS YOURS FOR THE ASKING

Simply place an order for four sets of Leak-Proof Piston Rings. You select the sets you want. You will be billed for the sets at your regular price by the McQuay-Norris jobber from whom you buy. HE WILL SEND THE SERVICE ENCYCLOPEDIA TO YOU AT NO EXTRA CHARGE. Can anything be more fair and liberal than that?

MINE

THIS

CHROME CONTROL LEAK-PROOF

REG. U.S. PAT. OFF.

PISTON RINGS

with the NEW "400" OIL RING

THIS SET WILL OUTPERFORM ANY OTHER PISTON RING SET IN THE "HARD TO HOLD" JOBS REGARDLESS OF KIND, DESIGN OR PRICE

McQUAY-NORRIS MANUFACTURING CO., ST. LOUIS 10, MO.

THE McQUAY-NORRIS *Complete* LINE SERVICE

MR. H. B. VANDERZEE,
President of VANDERZEE MOTORS, Inc.,
Successful Dodge-Plymouth Dealer
of Newburgh, New York, says:

"COMMERCIAL CREDIT PLAN covers the complete financing needs of our business"

MR. VANDERZEE, whose company has used COMMERCIAL CREDIT since VANDERZEE MOTORS, Inc. was founded, also says, "COMMERCIAL CREDIT *makes it easy for us to properly and efficiently conduct all of our finance transactions.*"

Mr. vanDerZee paid tribute to COMMERCIAL CREDIT's *"fast credit approval"* and made special mention of the *"prompt and satisfactory insurance settlements"* his customers have experienced with COMMERCIAL CREDIT PLAN.

• • •

Dealers who have worked with COMMERCIAL CREDIT for 10, 20, 25 years or more look upon this association as far more than an important tool for closing time sales. They have found COMMERCIAL CREDIT's business "know how," complete facilities and ample resources can be relied upon in times of war or peace, prosperity or depression.

Call or write your nearest COMMERCIAL CREDIT office. Ask to see "The Dealer's Stake in Time Selling."

COMMERCIAL CREDIT PLAN

COMMERCIAL CREDIT CORPORATION

A service offered through subsidiaries of Commercial Credit Company, Baltimore ... Capital and Surplus over $125,000,000 ... offices in principal cities of the United States and Canada.

COMMERCIAL CREDIT DEALERS ARE Successful DEALERS

Business is fine since I got this sign!

You, too, can increase your Ford service business by putting up this business-building sign!

● Ford owners all over the country are on the lookout for this Genuine Ford Parts sign. That's because they know they'll get better service from the man who stocks the best parts for their Fords. They know the famous blue sign is a sure sign of savings for them . . . and that makes it a sure sign of more Ford business for you.

And an exciting series of advertisements in national publications is convincing more and more Ford owners that they should look for the Genuine Ford Parts sign . . . which you can easily have working for You!

It's Easy to Get!

This business-building sign costs you nothing. Just mail this coupon today and we'll send you full information on how to get it.

MAIL THIS COUPON NOW!

PARTS AND SERVICE SALES DEPARTMENT
Ford Division, Ford Motor Company, Box 658, Dearborn, Mich.

Please send me complete information telling me how independent garages can get a Genuine Ford Parts sign. I'd like to cash in on this, too!

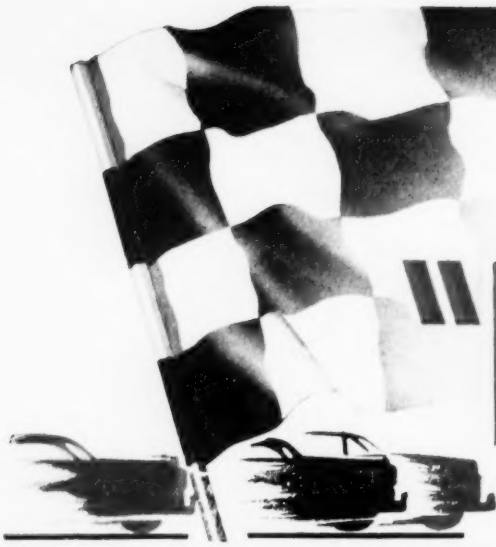
FIRM NAME _____

INDIVIDUAL'S NAME _____

ADDRESS _____

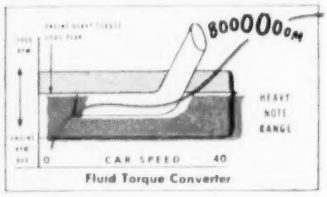
CITY _____ STATE _____

J



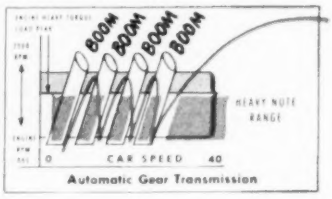
The Race for ...AND WITH "PRECISION OF THE EXHAUST SYSTEM

"PRECISION TUNING" SOLVES THE AUTOMATIC TRANSMISSION PROBLEM

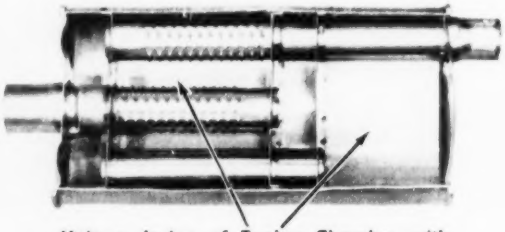


Fluid Torque Converter

When operating at high torque (1200-1600 rpm) from 0 to 40 mph, the fluid torque converter transmission usually causes the engine to run at an approximately constant speed. This produces a *sustained* heavy power note. The automatic gear transmission as it passes through its gear changes creates *multiple* heavy power note peaks. Both are specifically controlled through Walker "Precision Tuning."

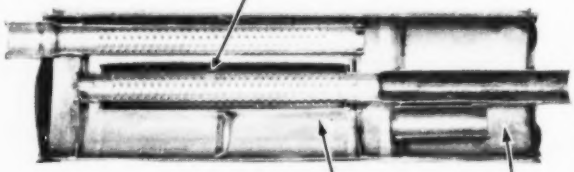


Automatic Gear Transmission



Unique design of Tuning Chamber with Volume Passage greatly reduces "Torque Converter" BOOOM.

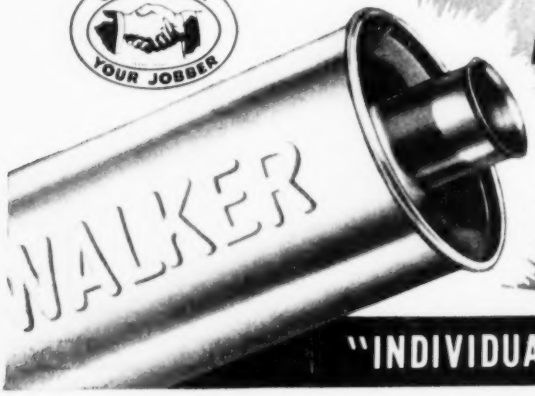
NOTE DOUBLE WRAPPED SHELL



Tri-Flow design, Volume Tuning Passage, Tuned Resonator are all used to control Hydramatic Type Transmission "BOOOM — BOOOM — BOOOM."

NOTE ASBESTOS AND COVER

GET IT FROM YOUR JOBBER



NOW MORE THAN EVER

WALKER

"INDIVIDUAL TUNING" For the millions of Fine Automobiles, Trucks and Buses in Active Service.

Horsepower is on!

IT COMES

TUNING"

...THE ENGINEERING AS AN INTEGRAL PART OF ENGINE DESIGN

A New Generation of Walker Silencers Solves the New and More Complex Problems of a New Generation of Engines and Automobiles

● Improperly designed mufflers are horsepower thieves! No longer can "yesterday's mufflers" meet even the minimum requirements of today's new standards of car performance and engine design.

More powerful engines, more intense explosions mean: heavier power notes . . . greater tail pipe roughness . . . greater muffler body and exhaust pipe noise . . . and a greater volume of exhaust gases. More automatic operation and increased flexibility through automatic transmissions mean more critical power note peaks. Greater economy and quieter, smoother ride mean rigid back pressure limitations . . . more rigid acoustical specifications.

There is no single solution, such as "trick shell construction," to these new and complex problems. Exhaust system design is now an integral part of engine design. It must comprehend and successfully meet the entire broad front of new engine performance.

To meet these new requirements, Walker offers its newest, most important development of all—*Precision Tuning*—a new generation of Walker Silencers to meet the new and more complex requirements of the new generation of engines—now and in years to come—with Walker "Individual Tuning" for the millions of "other generation" vehicles now in service.

WALKER MANUFACTURING CO. OF WISCONSIN · RACINE, WIS.

Exhaust Silencers • Jacks • Lifts • Oil Filters

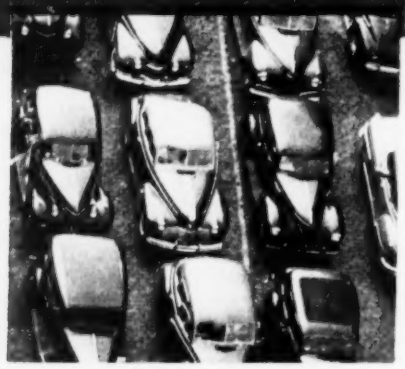
WITH "PRECISION TUNING" YOU GIVE YOUR CUSTOMERS...

SILENCERS MAKE THE DIFFERENCE

"PRECISION TUNING" For the New Generation of Engines and Automobiles—Now and to Come.

LUBRICATION AUTHORITIES AGREE:

"Cold-Engine" Driving leads to EXCESSIVE OIL CONTAMINATION



9 out of 10 of your customers are "Cold-Engine" drivers They need the Total Protection of WALKER OIL FILTERS

• Lubrication authorities agree: average drivers—more than any others—are hardest of all on their oil and their engines. They are the starting, stopping, slow-speed, "Cold-Engine" drivers who expose their engines to maximum "combustion blow-by" summer and winter. They are victims of excessive oil contamination.

That's why the average driver—the "Cold-Engine" driver—needs the *total protection* of a Walker Oil Filter most of all. Walker is the filter which acts as an ideal working partner to modern oils.

Walker patented "*Laminar*" construction gives positive "3-way" protection against dust, dirt and abrasives. Walker also recognizes and acts against the threat of water, greatest enemy of motor oil and good lubrication. Because of the unusual ability of wood cellulose fibres, the Walker Oil Filter *selectively removes water from the oil* . . . helps check sludge formations by keeping the moisture content of the oil below the critical "sludge danger zone." It also minimizes acid wear by absorbing the acids contained in the water removed from the oil.

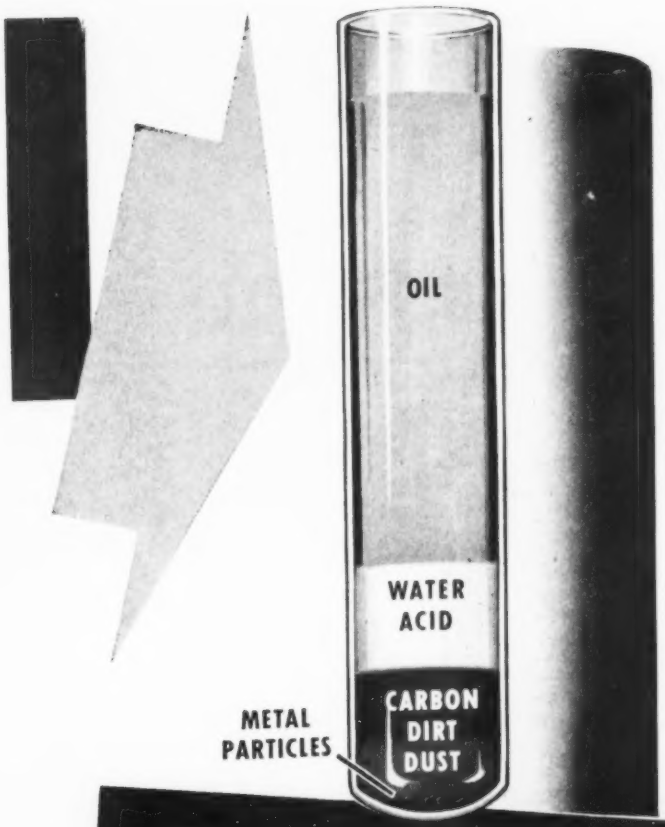
Regardless of the amount of driving your customers do, give them total oil protection by installing Walker Oil Filters or Walker Replacement Cartridges.

WALKER OIL FILTERS

WITH PATENTED *Laminar* CONSTRUCTION

WALKER MANUFACTURING CO. OF WISCONSIN, RACINE, WISCONSIN

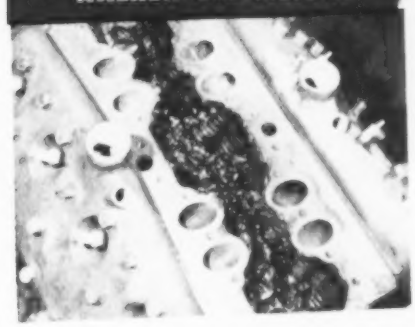
Oil Filters • Exhaust Silencers • Jacks • Electric Lifts



WHAT THE ENGINE PUTS IN— WALKER TAKES OUT!

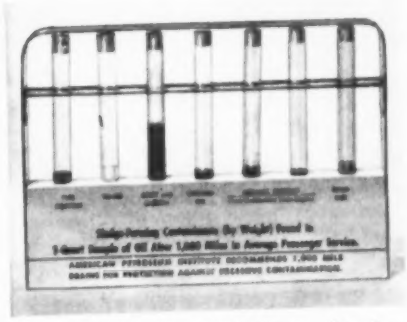
THE ENGINE PUTS IN—	WALKER TAKES OUT!
Moisture . . . from "combustion blow-by." Water in the oil is the basic source of sludge—1% moisture puts the average crankcase in the "danger zone" of serious sludge contamination.	✓
Acids . . . from combustion fumes. Highly acidic "blow-by" fumes condense *in the presence of moisture*, create corrosive crankcase acids, the major cause of engine wear. Water in the oil is the "carrier."	✓
Road Dust and Dirt . . . from engine breathing. Gritty dust is always present in the air—in cities as well as on the open highway. It finds its way into the crankcase through the air intake.	✓
Carbon Soot and Lead Compounds . . . from combustion of modern gasolines. These contaminants "blow-by" into the crankcase where, in the presence of other solid contaminants and moisture, they form sludge.	✓
Metal Particles . . . from engine wear. Tiny pieces of abrasive metal are always being put into the oil by engines, particularly when new. Once in the oil stream, they scratch and damage vital engine parts.	✓

Here's Why
YOUR CUSTOMERS NEED WALKER OIL FILTERS

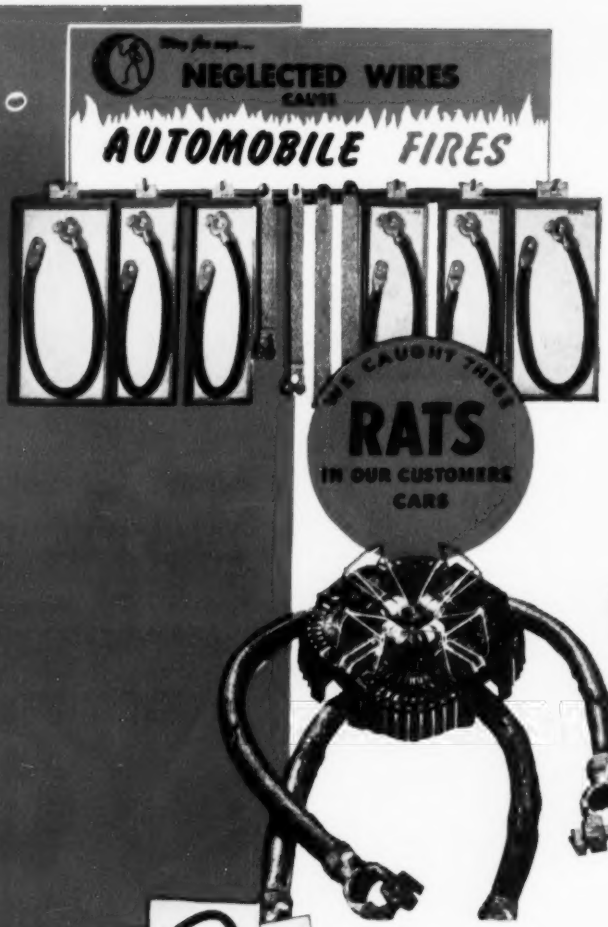


Walker Checks Engine-Clogging Sludge Formations *by removing water from the oil. Water in combination with solid contaminants creates a pasty, mayonnaise-like condition which is the starting point of sludge.*

Walker Checks Corrosive Acid Wear. *Highly acidic "blow-by" fumes condense with crankcase moisture to form wear-producing acids which wash past the pistons. Walker removes water—absorbs the acids it contains.*

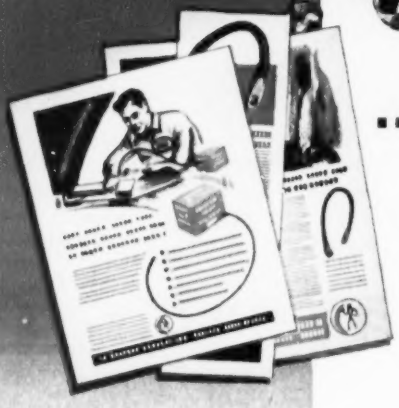


Walker Gives Total Oil Protection *because Walker removes the major oil contaminants. Walker takes out harmful water as well as dust, dirt and abrasives—prevents excessive oil contamination . . . preserves the detergent-dispersant properties of modern H. D. oils.*



THIS DISPLAY...

THIS "HOOD-RAISER"...



...and advertisements like this

help you get more than your share of the battery cable business!

You've never seen anything like this Crescent Wiry Joe battery cable merchandising program! It's a real "hood-raiser" designed to make it easy for you to sell more battery cables. Ask your jobber for details. Or write direct.

Check the wire and cable on every car!

THE CRESCENT COMPANY, INC., PAWTUCKET, RHODE ISLAND

with Monmouth* "Extraordinary Performance is Routine"

This Monmouth SCLA Main Bearing after 149,000 miles is in perfect condition.

"No bearing failures" in four years and millions of miles of operation reports a large passenger transit company using Monmouth SCLA Bearings. "We only put in new bearings during a general overhaul made necessary by failure of other parts."

Here is another of the many reports of extraordinary performance of Monmouth Bearings which we have on file.

This performance means real economy to the truck and bus fleet operator. This same performance, of course, means satisfaction to the private passenger car owner. For replacement, specify Monmouth Engine Bearings of the type called for by vehicle makers' specifications—distributed exclusively by NAPA Jobbers.

Your NAPA Jobber is a Good Man to Know!

NAPA Assurance of Quality

*The words Monmouth, Clevite and Micro are registered trade marks of Clevite Corporation.

Monmouth TRADE MARK

ENGINE BEARINGS
CLUTCH PLATES AND PARTS
CHASSIS PARTS

Made by The Cleveland Graphite Bronze Co. — supplied through Clevite Service, Inc.
Units of Clevite Corporation, Cleveland, Ohio.

TO THE TOP

R. A. STRANAHAN, President
F. D. STRANAHAN, Treasurer

CABLE ADDRESS
"CHAMPION"

CHAMPION SPARK PLUG COMPANY

FELIXSTOWE, ENGLAND — PARIS, FRANCE — WINDSOR, CANADA

TOLEDO 1, OHIO, U.S.A.

February 1st, 1953

Dear Champion dealer:

Ever feel that you're not selling all the spark plugs you should?

You're not alone. All of the men quoted on the opposite page needed help. They bought a Champion F-600 Series Cleaner and Tester.

We have a file of letters 3 feet deep from dealers all over the country, telling how this unit revolutionized their plug business -- and many point out how it helped increase their entire TBA volume by getting the customer in a talking and buying mood.

This unit is the greatest spark plug merchandiser ever developed. It's a complete spark plug sales department in itself because it attracts plenty of attention and provides a convincing demonstration.

This year there are nearly 53 million vehicles on the road. Go after your share of their spark plug business and let a Champion 600 Series Cleaner and Tester help you get it!

Yours truly,

Jim L

P.S.: Champion-equipped Lincolns took the first four places in the stock car division of the Mexican Road Race. Chuck Stevenson, the winner, is the new AAA national champion and used our plugs in all his races. Might mention this to customers.

MEMA

NSPA

DEALERS IN THE NATION

HIRE THIS "SALESMAN" AND WATCH PLUG SALES JUMP!

"Our volume on plugs has doubled with the F-600 Series Cleaner and Tester. Our contention is, the better the plugs and service, the better our gasoline performs, also."

WELLIVER STANDARD SERVICE
CHICAGO, ILLINOIS

"Used to sell 30 plugs a month. Now averaging 300! Your F-600 Series Cleaner and Tester is indeed a Champion!"

URBAN MOTOR SERVICE
WHITE PLAINS, N. Y.

"We missed a good bet for years not merchandising plug sales and service. Since we purchased an F-600 Series Cleaner and Tester, sales are up over 100% and customers are easier to convince."

SPAANSTRA BROS. AUTO SERVICE
GRAND RAPIDS, MICH.

"In relation to its cost, our new F-600 Unit has made us more profit than any other piece of equipment I've ever had in 22 years at this location. Plug sales are up 140%!"

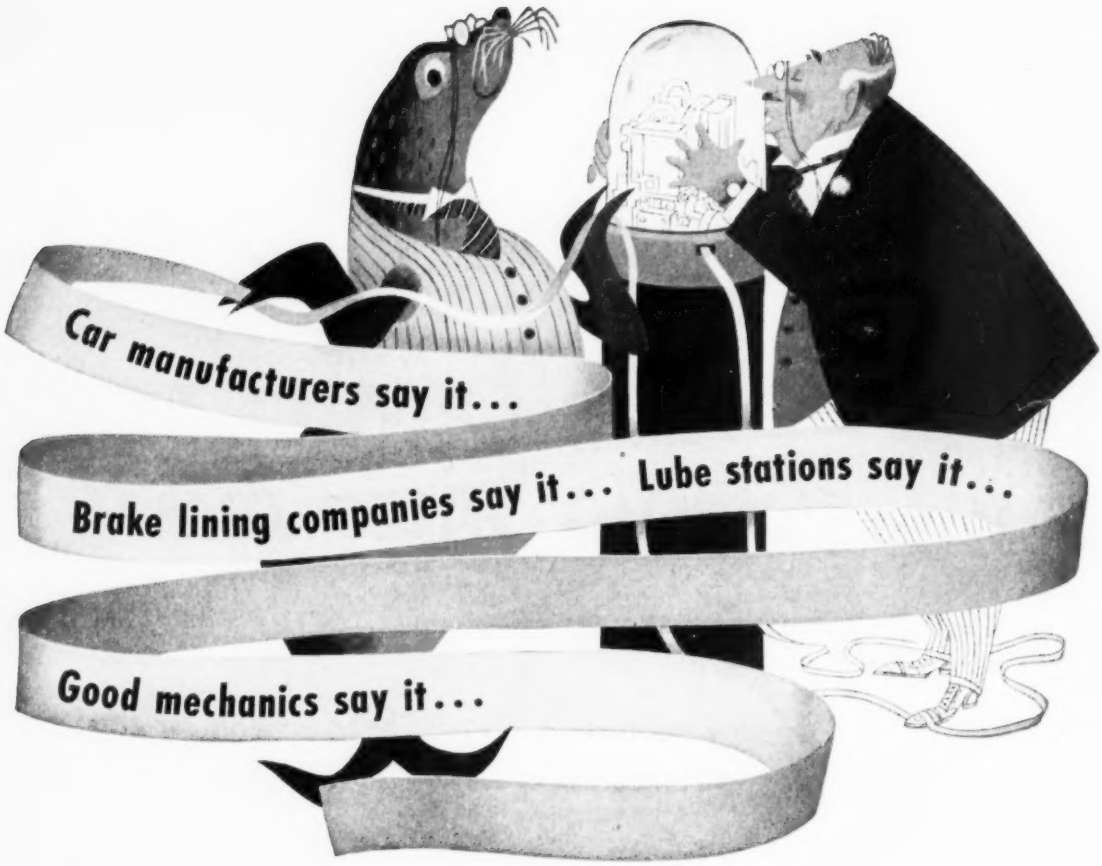
GARDNER'S STANDARD SERVICE
KANSAS CITY, MO.

"Plug sales have gone from 150 to 400 plugs per month with my F-600 Unit. Has made my customers plug conscious and increased repeat sales!"

M. W. "BUD" ELDRIDGE
CHEVRON GAS STATION
SAN MATEO, CALIF.

"It's the feature attraction in my station. Plug sales are up from 100 to 250 per month. In addition, this unit has helped our entire TBA business very much! It's a great salesman!"

MAY BROS. SERVICE
CHATTANOOGA, TENN.



"Whenever you take out an oil seal, always replace it with a new one..."

...and be sure the new seal is a National!
Installing new seals saves time and work, makes extra profit and insures a good, dependable job. No time lost wiping and cleaning the old seal, no worry about seal failure. (Even expert examination doesn't always show when an old seal is no longer trustworthy.) So play it safe—whether you're working on Doc Jones' new sedan, a panel delivery, a pre-war convertible or a big fleet rig. Replace with new National Oil Seals—every time!

With National service stocks, you have the right seals when, where you need them. Cabinet comes with the deal, jobber keeps stock up. Stocks "tailored" for different needs. Ask your jobber, today!

Service stocks to fit your needs

#5512. For lube stations. 58 popular front wheel seals.

#5511. For garages. 114 fast-moving front, rear seals.

NATIONAL MOTOR BEARING CO., INC.
General Offices: Redwood City, Calif. Plants: Redwood City, Calif.; Van Wert, Ohio

Support this industry wide program...

NATIONAL
OIL AND GREASE SEALS

Approved original equipment for all cars, trucks, busses and tractors.

All over America — *for millions of televiewers*

Tuesday Night
is
TEXACO Night
with
AMERICA'S No. 1
OIL SALESMAN

Jimmy Nelson — amazing ventriloquist who's made a terrific hit on the TEXACO STAR THEATER — with Danny O'Day and Humphrey Higsby.

ON THE TEXACO STAR THEATER

★ All over the U. S.— in 57 cities — Milton Berle with an all-star cast is entertaining millions of Americans — right in their own living rooms!

And TV is just one part of a powerful year-'round advertising program that's packed with sell for Texaco Dealers *everywhere* — full-color national magazine pages . . . famous Metropolitan Opera Broadcasts that reach additional millions . . . thousands of billboards from coast to coast . . . plus many local Texaco Dealer promotions.

THE TEXAS COMPANY

TEXACO

No wonder TEXACO DEALERS are such busy dealers!

All star line-up for **TEXACO DEALERS**

Sky Chief **and** ***FIRE-CHIEF*** **GASOLINES**

HAVOLINE and TEXACO MOTOR OILS

MARFAK CHASSIS LUBRICANT

P T ANTI-FREEZE

REGISTERED REST ROOMS

Some sound business anti-freeze dealer

Why you should be a DU PONT "ZERONE"- "ZEREX" dealer:

REG. U. S. PAT. OFF.

1. America's largest-selling anti-freeze team. Sold nationally, promoted nationally. Du Pont produces only "Zerone"-"Zerex" brands
2. Top promotional support—"Anti-Freeze Week" strongly advertised in your locality
3. Attractive, certain profits*
4. Sound marketing policies—consumers are directed to you for complete car service
5. Freedom from service complaints—Du Pont Anti-Freezes contain a chemical inhibitor—trouble-free, no separation
6. The selling power of the name Du Pont—quality, public acceptance . . . "Better Things for Better Living . . . through Chemistry"

*"Zerone" and "Zerex" are fair-traded in states having Fair Trade Laws.

Why you should order your 1953 anti-freeze now!

1. You're set for sales and profits. There's always a market for anti-freeze
2. You're fully protected against any price change
3. No cash—no storage place needed now
4. You can insure your supply, and can specify containers—quarts, gallons or drums
5. You'll be ready to tie in with the early promotions and Du Pont's big "Anti-Freeze Week"

DU PONT

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do you have any of these 3 false ideas about Hydraulic Brake Fluid?

1 ALL FLUIDS ARE ALIKE

That's FALSE! Inferior fluids contain a cheap alcohol base and boil at temperatures as low as 150°F. Higher boiling points are sometimes achieved at the cost of a lower freezing point or chemical stability.

2 ALL FLUIDS ARE EQUALLY SAFE

That's FALSE! Non-approved fluids can cause dangerous vapor locks, freeze-ups, air-pockets, swelling of rubber parts, rust and corrosion, and gummy residue deposits, and can fail to lubricate system thoroughly or to mix properly with other fluids. Any of these conditions could cause a tragic wreck.

3 CHEAP FLUID IS JUST AS GOOD

That's FALSE! Quality brake fluid is made of the finest ingredients, and is chemically balanced to assure perfect functioning under all driving conditions, and in all seasons. It meets the rigid S.A.E. specifications established for your protection. Cheap fluids can't stand the gaff over the long haul.

Wagner

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WAGNER LOCKHEED HYDRAULIC BRAKE FLUID

it's chemically balanced... surpasses S.A.E. specifications

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SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 33 FEBRUARY, 1953 No. 1

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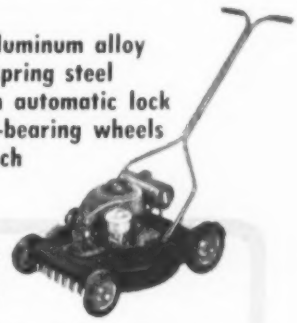

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Sealed Power Piston Rings

BEST IN NEW CARS! BEST IN OLD CARS!

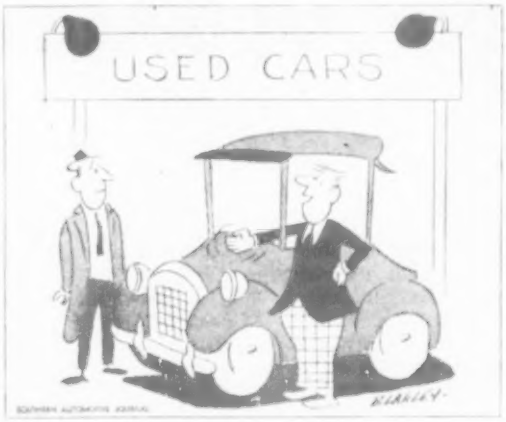
SPOTLIGHTING *the* NEWS

Shop and showroom customers alike are looking more and more to you for the right kind of a deal—and one which won't be involving a lot of comebacks. There's ample evidence that we haven't yet gotten away from the days of a few years ago when the customer was more grateful for the opportunity of buying a car. Somehow that same customer expects more consideration; maybe it's because his wife has been getting more courtesy at the meat counters, or some other something which indicates times have returned to pre-World War II days.

In one week, in one editorial field trip, concrete instances bobbed up to show how three segments of our industry haven't learned some things that were quite commonplace in merchandising around 1940. An attractively-built, modern super-service station attracted the editorial eye. As one attendant poured gas, another started toward the windshield—with a filthy, oily rag that even a garbageman would disdain. That windshield *almost* got a heavy coat of oil!

A dealer reached his office in mid-morning. Traffic had been fairly good in the showroom, but obviously the salesmen were too few in number. That was apparent when two well-dressed men who had been—entirely on their own hook—looking over a new model for 30 minutes came up and wanted to know if this writer was "connected with the firm." A lackadaisical salesman showed up outside to talk with the men as they were leaving. The dealer later admitted he had a good inventory of these cars. He wasn't asked why he wasn't pushing their sale more vigorously. Dealers get around quite a bit. How many have dropped casually into strange showrooms to learn good and bad practices?

Factories don't like to hear about such carryings-on. They spend fortunes to pep up the dealer force. One could almost agree completely with the factory doctrine. However, on that same day mentioned above, another dealer handling a highly-popular make pointed derisively to factory-addressed invitations to local notables to attend this second dealer's new-car showing. The invitations arrived more than a month after the showing.



"Perhaps you're looking for a car with air-conditioning."

Profit, personnel and perspiration have been tied together by a Southeastern jobber, and early results were encouraging, he reported. At the end of each month this year, he told his employees at a special meeting, the gross receipts—before any deductions—will be compared with the same figure for the same month last year. If the January, 1953, total turned out to be higher, then he had agreed to split five per cent of that equally among his personnel, regardless of differences in individual employee income otherwise. It's a plan which may be feasible for dealers and garagemen. As January was ending, this jobber said that apparently his men would get about $25 apiece. "It sure has generated a lot of enthusiasm, and I'm convinced that much of our increased volume has been due to this plan," he commented. (He asked that his identity be withheld.)

Cadillac continued this month to be in a class to itself in view of its terrific demand. J. J. Altman, the veteran dealer at Charleston, S. C., was discussing his own market. Surprisingly different from most other localities, at Charleston the well-established and rich citizens don't hurry to buy a new Cadillac. Rather, he said, "you'll see them driving around town in an old beaten-up car five or six years old." There, he added, most of his customers are prominent businessmen who are on the upgrade financially, personnel from Naval Base and quite a few purchasers are Negroes.

Clippings from newspapers continue to tell of automotive buildings damaged or destroyed by fire. How well are you protected, both in insurance that allows for present building valuations and in precautionary steps practiced in your place? There's an article on page 63 which comes from an expert. Pointers are there which, if followed, may save your assets from a severe roasting.

Ford vs. Chevrolet may blossom this year into the long-anticipated war of production. The industry is counting on turning out around 5,500,000 cars. With their current highly-popular models, these two opponents may well be tangled in a mammoth struggle by this coming fall, assuming controls go off before or by summer.

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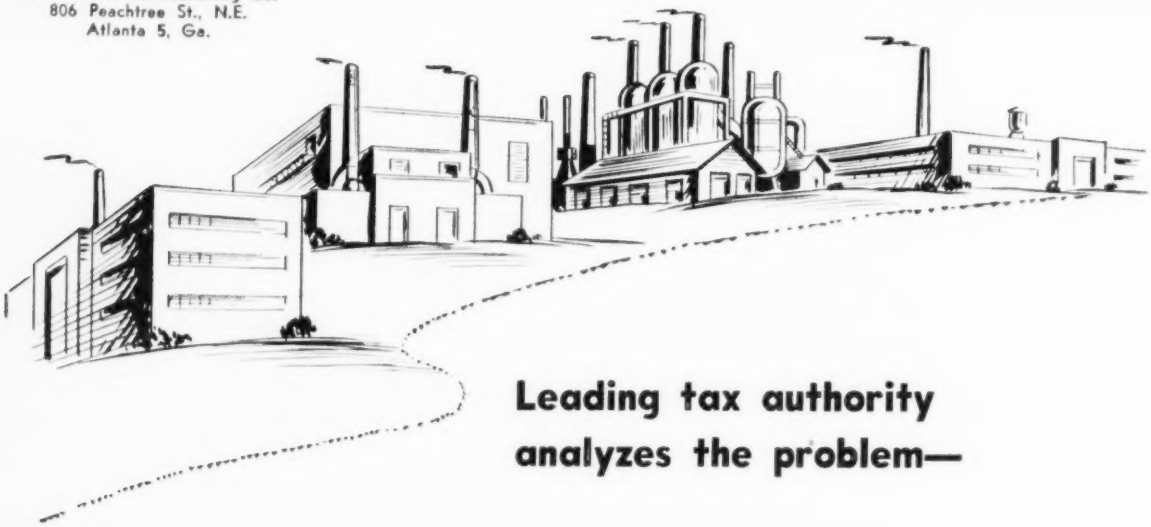


Leading tax authority analyzes the problem—

"NEW INDUSTRY in the South is increasing at a rate 50% higher than that of the nation as a whole. But these brilliant gains can be wiped out unless there is a sharp reversal in the trend of Federal taxes."

Opportunities for

By JOHN W. HANES

SOUTHERNERS can be proud that the recent industrial and economic growth of the South has outstripped the rest of the nation. For the first time since the War Between the States, the South has begun to assume its rightful place in the national economy. The brilliant gains of recent years, however, can be wiped out unless there is a sharp reversal in the trend of Federal taxes and tax policies.

High taxes are always painful to every sector of the economy but they are especially damaging to new and growing business. It is significant that new industry in the South is increasing at a rate 50 per cent higher than that of the nation as a whole. Hence, the South even more than the rest of the nation has a direct stake in Federal taxes and tax policies that hamper business growth and activity.

Moreover, restrictive tax policies have more than regional interest. Admittedly, the biggest problem to be faced by the new National Administration headed by President Eisenhower is the Korean War and the general international situation. But it is likewise true that our national security depends on the productive strength that has won us victory in two World Wars. In other words, we must maintain the strong national economy which is essential to long-term victory over Russia in both the hot and cold wars. Sound fiscal policy in the Federal government will go a long way toward keeping our economy strong enough to meet all aggressive threats.

Unfortunately, we do not at present have a sound Federal fiscal policy. Excessive expenditure is one Federal shortcoming, but I am concerned here primarily with taxes. Few people seem to realize that *the present total tax burden is greater than at the peak of World War II. In fiscal 1944, the Federal government collected $44 billion. In fiscal 1953, revenues will reach an estimated $69 billion.*

Individual and Corporation Outlook

Nor is the outlook less grim on an individual taxpayer basis. In just three years, between 1949 and 1952, the tax liability of low income taxpayers increased some 30 percent. It is no wonder that a $3,500-a-year man today pays almost a third of his income in direct and hidden taxes. And in the top income brackets, the tax collector takes as much as 92 cents of every extra dollar earned.

Similarly, corporations today find themselves paying up to 82 cents of every dollar of profit to the Federal government. Between 1949 and 1952, the tax liability of a small corporation with a net income of $25,000 jumped 30 percent, from $5,750 to $7,500—not including any possible excess profits tax. Similarly, a company with a net income of a million dollars had a 35 percent increase in tax liability, from $380,000 to $514,000—again not including EPT.

The so-called excess profits tax itself is perhaps the greatest single tax barrier to the kind of strong, expanding economy we need to face up to international aggression. In this connection, it is important to remember that not only the U. S. but the whole free world depends largely on our productive strength.

'n this article—No. 3 in a series on problems of business and government, written exclusively for the W. R. C. Smith publications—a recogn'zed leading authority on Federal taxes and tax policies outlines the opportunities for tax reduction and more equitable distribution of the tax burden.

JOHN W. HANES, native of North Carolina, is one of the nation's most noted finance executives and tax experts. He is currently a chief executive of United States Lines Co., Olin Industries, Inc., Ecusta Paper Corp. and director in many other corporations. He was Under Secretary of the Treasury during 1938-1940.

Tax Reduction

Chairman, Tax Foundation

Business has been operating under the Excess Profits Tax Act of 1950 for nearly two years. Actual experience has underlined the validity of the strong arguments made against the tax when it was proposed. The major argument against EPT, borne out by many case histories, is that by severely penalizing small or growing companies the tax inevitably retards the expansion of the economy. I have already pointed out the particular application of such repression in the growing industrial South. Let me give you one example, without identifying the company any more than by saying I can vouch for the accuracy of the example.

How the EPT Throttles Expansion

Here was a company that was planning as early as October 1948 to enter an entirely new manufacturing field. Its parent corporation was legally committed to enter the new field on November 4, 1949, while the legally-binding contract was assigned to the company on March 6, 1950. Because of the way the EPT law was written, any profits on the new operation would be taxed at a rate of 82 cents on every dollar. The supposed over-all tax limitation of 70 percent on any corporation would provide no relief whatsoever.

This places the Southern company in a position where it is virtually impossible for its new operation to survive, since its competitors were manufacturing the same product throughout the entire base period and therefore enjoy a normal excess profits credit. Since the inequities of the excess profits tax are not limited to this company alone, what is happening to all the other Southern corporations which have been responsible for the tremendous industrial growth of the South? It is plain, indeed, that taxes and tax policies of the Federal government threaten the economic progress of the South.

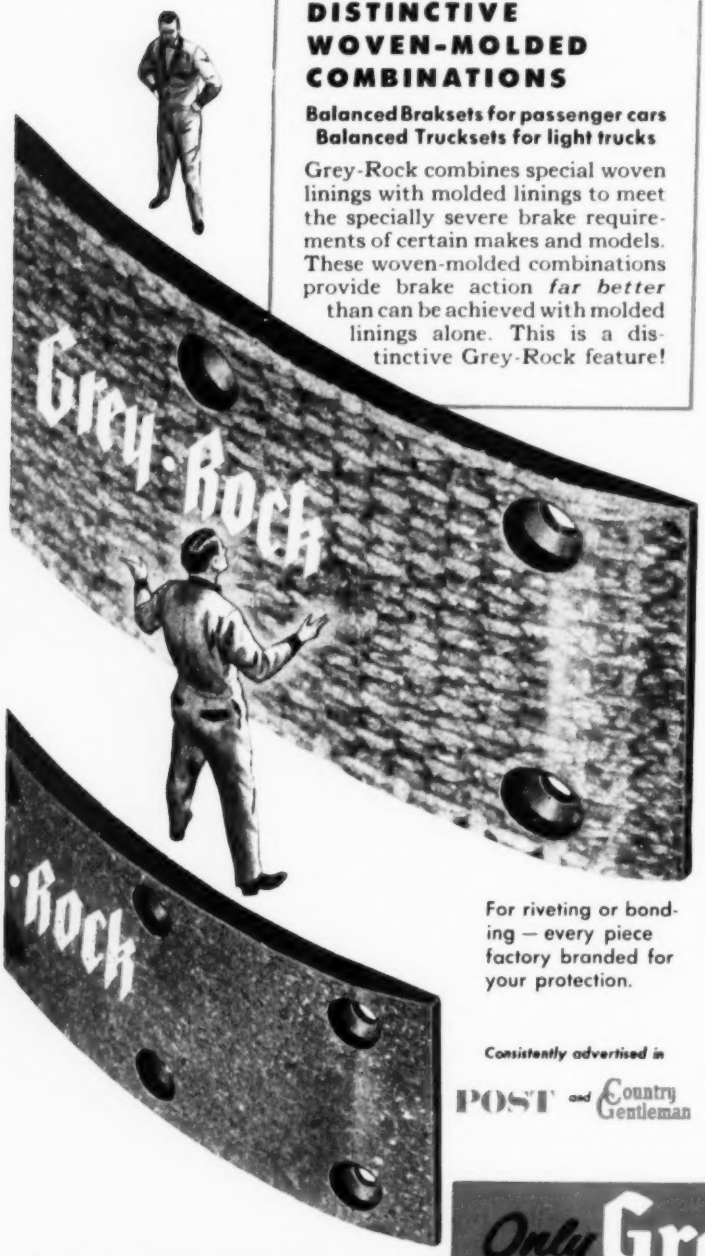
Here is another case to show how the excess profits tax throttles industrial improvement. An oil company made a study involving the installation in its refinery of two new processes which had been developed in its laboratories. The company found the total investment would be about $15 million. On a tax-free basis, the investment would pay for itself in about two years. The investment would have been a risk worth taking if the invested money could be returned in two years. Unfortunately, the oil company was operating in the excess profits bracket which meant that 82 cents of every dollar of profit from the new investment would be taken in taxes.

Instead of the proposed improvement paying for itself in two years it would require more than eleven years. This factor made the risk too great because of the possibility that a better process within three or four years would make the proposed improvement obsolete. Instead of paying for itself, the investment would very likely result in a substantial loss. At best, it wasn't worth taking the chance.

Thus the excess profits tax not only handicaps industrial expansion but also places a great barrier in the path of industrial research and development. As

(Continued on page 134)

Give your customers the EXTRA CONFIDENCE of Grey-Rock Balanced Brakes



DISTINCTIVE WOVEN-MOLDED COMBINATIONS

Balanced Braksets for passenger cars
Balanced Trucksets for light trucks

Grey-Rock combines special woven linings with molded linings to meet the specially severe brake requirements of certain makes and models. These woven-molded combinations provide brake action *far better* than can be achieved with molded linings alone. This is a distinctive Grey-Rock feature!

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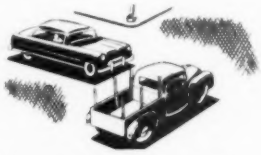
CAR AND TRUCK OWNERS KNOW THE GREY-ROCK NAME

When customers see you use Grey-Rock, they know they are sure of getting a first-rate job. They know the Grey-Rock name...a name backed by year after year of consistent national advertising. And they know that Grey-Rock balanced brakes mean brake performance they can trust!

SAFE STOPS, GREATER MILEAGE



Even in the same brake, different shoes do different work. It takes a balanced combination of different brake linings to equalize wear and to provide sure, safe stops for many thousands of miles. Balance is not just a matter of high and low friction linings; it is the result of using many different linings in combinations properly engineered for each make and model. This *balance* principle, pioneered by Grey-Rock more than 20 years ago, reduces adjustments and comebacks . . . assures a better profit on each job.

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SOUTHERN AUTOMOTIVE JOURNAL

February, 1953

Plan Now for Efficient Summer Service

By Baron Creager
Southwestern Editor

SINCE 1931 the Shroyer Motor Company of Big Spring, in West Texas, has prominently displayed a sign that proclaims this "The Place of Almost Perfect Service."

Living up to that boast has sometimes been difficult, according to Owner A. H. Shroyer, but throughout the years the inflexible policy has been to have shop personnel of high character, invest in their training and maintain conditions that contribute to employee efficiency.

So in line with that policy, air-conditioning was installed for the service shop last summer and production immediately responded with an increase of at least ten per cent, said General Manager Justin Holmes.

"Although most automotive men in West Texas maintain that a strong movement of the dry air, produced with large fans, is all that is necessary to provide comfortable working conditions, our air-conditioning job may be the first indication of a trend," Holmes conceded. "With air-conditioning sweeping the South in other fields, the Shroyer Motor Co. may be the first—certainly one of the first—to air-condition the shop.

"However, actual air-conditioning of shops in coastal or other humid regions might be prohibitive in cost. In those areas, refrigeration must be used. This is a water-cooling job, and out here it is completely satisfactory."

Holmes said the water-cooled installation cost $2,500 and is of five-ton capacity for the 48' by 86' shop. Thorough cooling is obtained with the wide, service-entrance door left open. This doorway, emitting a cool blast, is a popular rendezvous. All other sections of the dealership are similarly cooled, but the service entrance is often the actual point of closing a sale on a new or used car or truck.

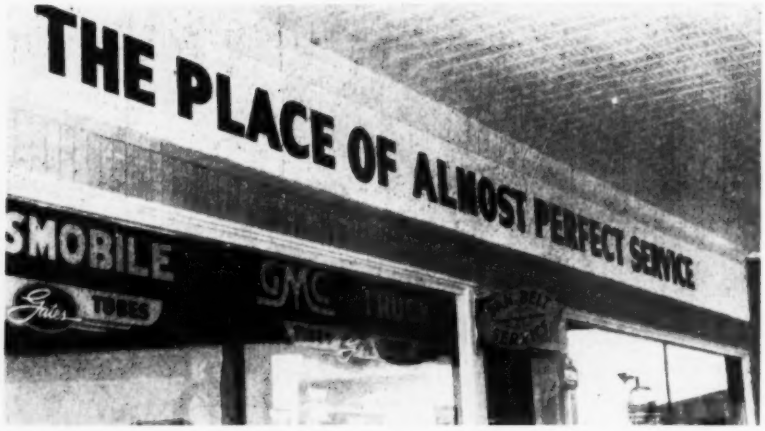
Your problem right now may be to thaw out, but this is the best time to think about keeping comfortable next July.

Cooled air enters the shop at four points, through ducts from the roof, and in early October one of the ducts was still carrying in cool air.

"We turned it on in May," Holmes recalled, "and it ran full blast all summer. It is true that our air out here is dry and that for that reason summer heat is not as uncomfortable as in humid regions. But I want you to know it really gets hot out here and that cooling system was a life-saver last summer.

"When I had a customer and it was necessary to be outside for

Just by flipping these switches, Justin Holmes, general manager, can bring a pleasant coolness to the shop, parts room or showroom.



For 21 years the firm has been at work to live up to this claim.

an appraisal, I made the appraisal and then led the way to the cool service doorway. It was more pleasant to do business there."

Mechanics were high in their praise of the working comfort provided by the cooling system.

In making a decision on air-conditioning, executives of the Shroyer Motor Co. had stimulation from across the alley, where a night-working railroad man's bedroom was exposed to odors and noises from the shop. However, as a demonstration that this was not the basic reason for improving working conditions, the shop lighting system had been completely replaced with fluorescent banks and an exhaust system was to be installed for winter.

Meanwhile, "The Place of Almost Perfect Service" maintained its high standards by paying 55 per cent commission, a Christmas bonus and by allowing a one-week vacation with pay.

"We do not have a man in the shop who uses alcohol and I do not use either alcohol or tobacco myself," Holmes specified.

"Although there have been times when we could not be too choosey, we pick our men with care and with special consideration to character. Then we give them every opportunity to improve themselves.

"We have our own service school once a month where we discuss internal problems and local problems in general. Every man in the shop has his factory manual and every other month each mechanic gets his service questionnaire. They understand that this program is aimed at increasing the volume of customer labor, and that one means of increasing it is by increasing personal efficiency.

"We have some of our men at almost every service school that is available, in addition to the car-factory school, and these schools generally cost the company about $20. One man went to a diesel school recently and I, too, attend a school whenever possible.

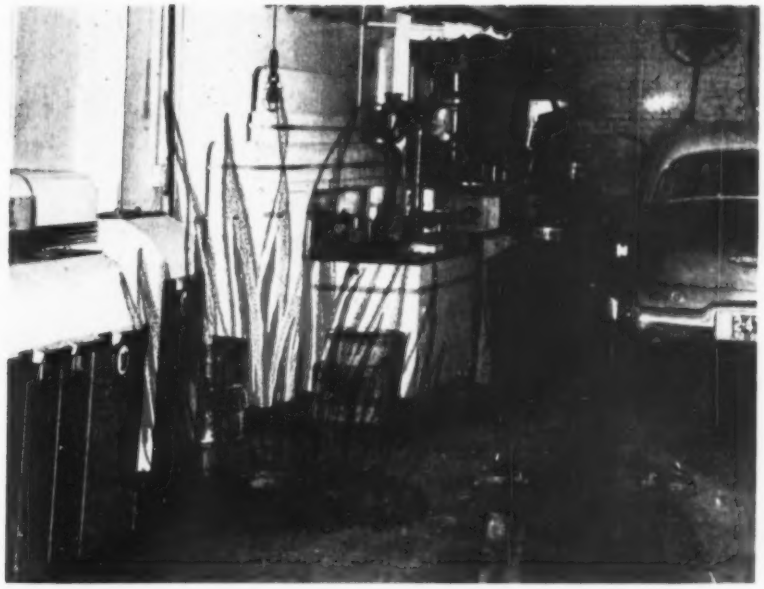
"So we are constantly trying to make this really 'The Place of Almost Perfect Service.' If one of the mechanics makes a mistake, it is not our policy to discuss it in the presence of other mechanics, but to do it privately. And when the dealership makes a mistake in dealing with a customer, we correct it with a smile."

Shroyer Motor Co., an Oldsmobile and GMC truck dealership, operates a "one-stop" business.

Holmes says the "perfect service" reputation has been so well maintained that in car polishing—with an average of two such jobs every day in the year—and general service, customers are drawn from as far as 40 miles.

Making the Shop Fire-Safe

By P. C. Hensler
Fire Protection Institute



A spark or a lighted cigaret falling into spilled oil or grease is one major cause of fires in the shop. Keep the shop clean and be careful!

RECENTLY Mathews Motor Co. in Dover, Del., was destroyed in a $200,000 blaze.

A short time later defective wiring caused a $50,000 fire in the Swayne Lanham Tire Shop, Memphis, Tenn.

In that same month Wichita Falls, Texas, was the scene of a $200,000 fire in which White's Auto Store was badly damaged.

The frequency of fires in the automotive field indicates that while many operators may be aware of the existence of tested fire-safety measures, some of them may have forgotten to put these procedures into daily practice.

Some fires are bound to occur —but not all of them need be costly. "Poor housekeeping," smoking in restricted areas or failure to check approved fire extinguishers all may lead to trouble. There's no time like the present to institute a sound fire prevention and protection program in your shop.

Your first job is to ferret out the most common hazards found in the automotive field and do your best to eliminate them—immediately. In addition, see to it that you are adequately protected with approved fire-control equipment and that your employees are familiar with its correct use and care. It's as simple as that!

What else can you do to protect your business from the ravages of fire?

Automotive businessmen have found that human carelessness has been the cause of damaging blazes on their premises. A lit cigaret, unthinkingly tossed into a pile of rubbish by an employee or patron, has started many a fire on its grim journey.

If smoking is allowed on your premises, provide ash trays and receptacles conveniently throughout the shop to remind everyone not to throw cigarets and matches on the floor. Large red-lettered signs can be posted in those "risk" areas where smoking is prohibited.

What Are the Causes?

In a recent study of fires in garages, repair shops, gasoline stations and salesrooms, the National Fire Protection Association found that over half of automotive fires are caused by so-called "special hazards." In substance, these are dangerous conditions created by the equipment or type operation found in a particular field. For example, fires due to gasoline leakage or spillage are most often found in the automotive industry.

Spilled or exposed gasoline can catch fire from many causes. Unless it is properly stored, it represents a hazard of bomb-like proportion. It can be ignited in a number of ways but more often than not, some careless act is the cause of its ignition.

Never store gasoline in an open container, pour it down a domestic drain or drain it from a fuel line or tank in a haphazard manner. It takes only a spark or open flame to set off a violent explosion in areas where invisible, hard-to-detect pockets of gasoline have settled.

It's easy to imagine, too, what might happen if gasoline were spilled near the exhaust of a motor. Sparks escaping from backfiring exhaust pipes can easily ignite on floors coated with accumulations of grease and oil. This is where "good housekeeping" enters the picture.

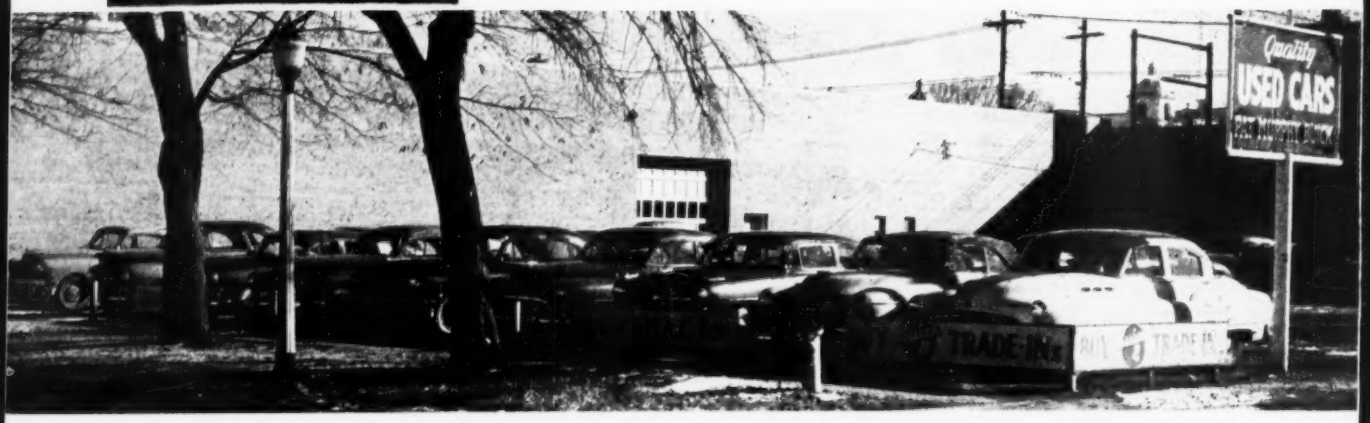
Spontaneous ignition is always a threat to the automotive establishment. All oily rags and other flammable materials can be kept where air cannot reach them. Denied oxygen, they cannot ignite by themselves. Store stock neatly and remove rubbish regularly. Keep your shop clean—a clean place seldom burns.

Welding and blow-torch operations can spell trouble for you if you do not take a few simple precautions. Welding should be confined to areas where there is no possibility of sparks igniting grease or oil deposits. Defective equipment should be repaired or replaced. And above all, the welding torch and the gasoline tank should never be brought into contact with each other.

An extra man can be assigned to stand by with an approved extinguisher to put out any small blazes which may occur during the operations. Fires from this source can reach dangerous pro-

(Continued on page 107)

"Rules" Which Promote USED-CAR PROFITS



The first car bought by nine out of ten of today's car owners was a used car, Murphy says. His good selection and the practice of having salesmen drive used units for their personal cars helps him get a share of the market.

By Baron Creager
Southwestern Editor

PAT Murphy opened a Buick dealership in Ponca City, Okla., in February of 1950 and has had a profitable used-car operation from the beginning.

Some of the more or less usual rules are observed in this used-car operation. The stock must be maintained at a consistent level, reconditioning is in proportion to the price asked and there must be no misunderstanding between salesmen and customers.

Behind these usual rules, however, is what is more productive of a profitable operation. It is a viewpoint composed of several convictions.

One is that Pat Murphy can merchandise used cars as well as any used-car lot, any place. Another is that when a dealer merchandises his own used stock, he gains and maintains more control over the market in his community. There are other fixed and productive convictions on used-car operations in this dealership, where the new-car potential is 125 and the trade-in ratio is 2½ to one.

"Wholesaling of used cars is something I have never even considered," said Murphy, "because the used car is too important to a dealer's operation. The used car is important because, primarily, of the new-car potential that can be cultivated through that market.

"By merchandising his own used cars, the dealer realizes more control over the market in his community. Every used-car customer knows at least 20 people. Some of them will be used-car prospects, some of them will become new-car prospects. If the used-car customer gets a good deal, one in which he is completely satisfied, he is certain to tell his friends about it. When those friends become prospects they will remember, and may just as well decide to go see what that Irishman, Pat Murphy, has to offer."

Murphy points to another argument in favor of a dealer merchandising his own used cars. He says that for 90 per cent of today's car owners, the first car owned was a used car. Therefore, if a dealer can sell the customer his first car, a used car, the dealer's chances of retaining that customer are good.

"When you wholesale used cars, you get your money and that's all," says Murphy. "But when you retail them, you get an insurance commission and finance reserve in addition to a service customer.

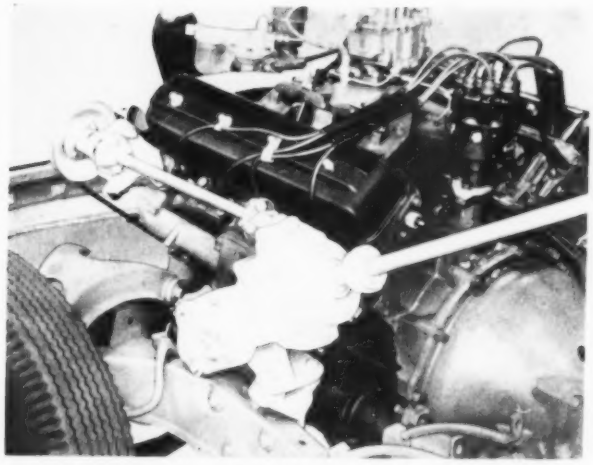
"As for my conviction that the first car owned by nine out of ten is a used car, it is surprising, for example, to observe how early in life the kids of today can finance a used car, with our present economy. So I keep an eye on the kids of my new-car customers and when the time is right I try to get those kids into used cars which fit their pocketbooks and their personalities."

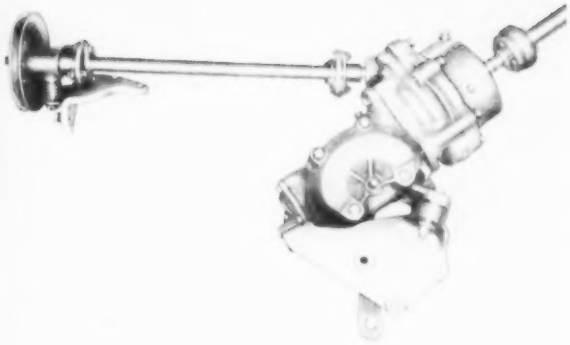
Murphy believes that with his potential he should maintain a stock of $20,000 in used cars. That, incidentally, is one dollar of used-car stock per capita, since the population of Ponca City is 20,000.

"I find it advisable to keep a good stock," Murphy explains, "so I can maintain a good display on the front line. If the front-line display is good, traffic is heavy. If the front line is not good, traffic falls off at an alarming rate.

"There are other reasons, too. Many prospects will have their at-

(Continued on page 132)





Picture above shows the mechanical power steering as it appears in operation. An exterior view of the chief components is in right-hand photo. The pulley assembly at the left delivers power from the engine to the power unit mounted on the steering gear at right. The power input shaft runs parallel to the engine.

Studebaker's Power Steering

MECHANICAL power steering tops the engineering improvements in the 1953 Studebaker models. It is currently available as an extra-cost option on the Commanders and Land Cruisers and will be offered later in the year on Champion models.

Developed by the Borg-Warner Corp., the system differs from others now in use on some passenger cars in that it is mechanical rather than hydraulic and obtains its power directly from the engine.

Chief elements in the system consist of a power unit mounted on the steering gear, a power input shaft and a pulley assembly. The power unit, heart of the steering innovation, is a compact 6" by 6" device weighing only 22 pounds. Inside it are a gear train and two multiple disc clutches rotating in opposite directions. One of the clutches provides power for turns to the left, the other for turns to the right.

Power is delivered to the steering unit direct from the engine by means of a V-belt pulley on a small auxiliary shaft running parallel to the engine and back to the steering mechanism.

The ring gears inside the power unit revolve constantly while the engine is running, but do so at only one-fourth the speed of the engine. When the driver turns the steering wheel to the right, the lower ring gear and clutch come into play and transfer power from the engine to the steering gear, reducing by 75 per cent the effort that would normally be expended by the driver to make the turn.

When a left turn is made, the upper ring gear and clutch swing into action and accomplish a similar transfer of power.

Mechanical power steering can increase four times the steering effort put forth by the driver, Studebaker engineers said. If for any reason the power steering should become inoperative, conventional manual control is immediately available so that the driver is in complete control of the car at all times.

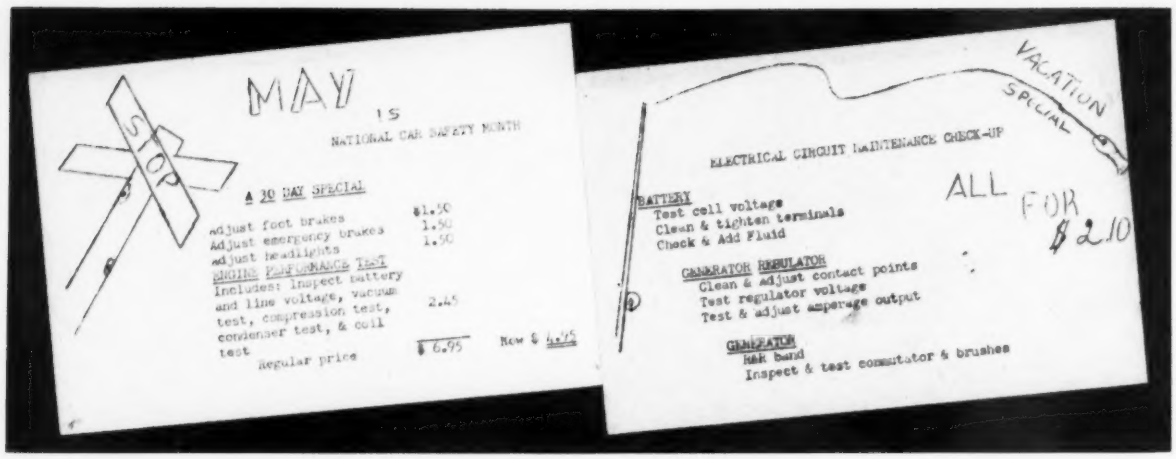
Redesign of the 1953 models to give them a continental look and greater visibility has resulted in several chassis and mechanical changes.

Frames have been altered to conform to the new bodies but structurally they remain the same. Radiators are wider and shorter, but with the same capacity. New engine mounts provide smoother engine operation and vibration absorption.

Carburetors have been redesigned to fit the lower hoods and at the same time provide greater efficiency. Dry-type air cleaners with replaceable cartridges are now standard on all models.

The six-cylinder engine powers the Champion series and the V-8 powers the Commander models.

Glass area is 33 per cent greater in the Champion four-door sedan.



Mailings Give a Two-to-One

By Hal M. Newsome

For every $200 of monthly expense, a direct-mail campaign at Ingman Motors, Inc. (DeSoto-Plymouth), Miami, Fla., has returned about $400 of gross profit on increased service sales.

President Hal M. Ingman and Service Manager Milo S. Parker believe that future, cumulative gains will double or triple this increase. During the first seven months the campaign was tried, service sales volume increased about ten per cent.

The monthly letters go to a list of 1,200 active and inactive customers and neighborhood prospects who have Chrysler-built cars. Each letter offers a 30-day bargain leader in automotive service.

The plan is to cover eventually every service department in turn, with the monthly special selected either for its seasonal suitability or the need of the shop to build volume in a department that is lagging.

When a customer presents a "bargain-authorization" card that has been mailed to him, the card is stapled to the hard copy of the service order. At the end of the month, it is easy to figure the profits on any "special" against all of its costs. So far, the campaign is paying off two to one.

Norbert Valdez, assistant service manager who is in charge of the direct-mail letters and other paper work in the shop, along with Ingman and Parker, has learned some valuable lessons about making the letters more effective.

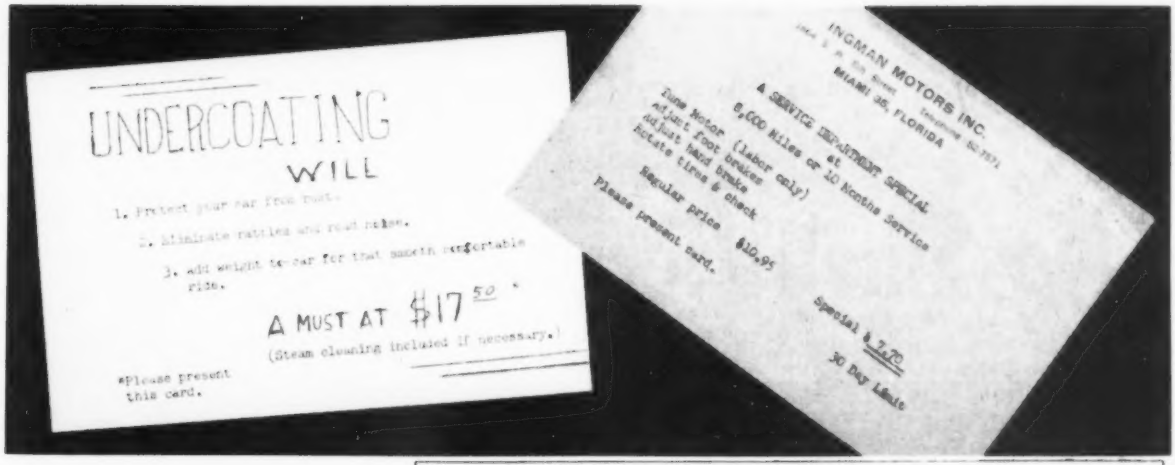
The letter and price-authorization card are now enclosed in an envelope, since plain post cards or stapled folders are more likely to get the waste-basket treatment. Instead of an obviously mimeographed form, letters are given a hand-typed look by a lithographic process, produced from an electrically-typed master copy. High-grade stationery is used to complete the impression of an individual letter.

A couple of early direct-mail letters that produced almost no results helped the men learn to choose more effective items and slants for their letters.

One of these early letters offered a reduced price on an automatic top lifter for convertibles. Analysis showed that this letter was not effective because there was a limited market for the item and the owners did not feel the luxury service was worth the price.

An example of a wrong slant for a good service was the first letter on front-end work. It offered

Service Manager Milo Parker accepts a "bargain authorization" card from a customer. Cards are attached to the repair order so profits from any promotion can be determined easily at the end of the month.



Pay-Off

Mr. John J. Doe
1111 S. W. 11th Ave.
Miami, Fla.

Dear Mr. Doe:

From past records kept in our Service Department we have found that the average car owner accumulates approximately 8000 miles in 10 months.

At this period you may experience a slight missing of the motor, looseness of the brake pedal, or uneven wear in the treads of your car's tires. Any one of these symptoms can be expected at this mileage and they should most certainly be corrected at this point, rather than letting them go until another day.

Because your car was sold by us, we can't help but feel somewhat responsible for the care you give it. For this reason we are offering a "Special" to our customers whose cars have been on the go for this approximate time - at far below the regular price.

This "Special" is being offered to owners of cars sold by us only. It will not be honored if presented by anyone else. We urge you to present the enclosed card when you come in. It will identify you as one of our owners.

Take advantage of this savings now and help prolong the life of your car for better and happier motoring.

Yours very truly,

INGMAN MOTORS, INCORPORATED

Milo S. Parker

Milo S. Parker
Service Manager

The cards shown at the top of these pages were enclosed with letters similar to the one above, offering different specials. Response has been from 15 to 25 per cent on the "personalized" mailings to owners.

$14.30 worth of work for $11.40 but brought meager results. The shop explanation was that owners usually aren't aware of front-end defects until they become serious or cause marked tire wear, making it hard to sell repairs unless the car can be put on the test rack. The conclusion was that the best way to sell this neglected work is to mail a special to owners of cars more than a year old and offer a free front-end test.

Following these two unsuccessful promotions, every succeeding special has been selected for its broad appeal and its specific money-saving features. All have brought in a response from 15 to 25 per cent of the list. Some months more than one letter is mailed, each mailing aimed at a different group.

Among the services promoted successfully with direct mail have been undercoating, a springtime special for older models, a safety special tied in with the national safety check in May, a check of the electrical system and a "get-acquainted" special for owners of Chrysler-built cars, including six free lubrications.

Two general letters were sent out at the start of the campaign. One was a frank request for criticism of the shop and service practices. Mailed to regular customers, it included eight questions on the efficiency and courtesy of the shop force and also provided space for any other comments.

This brought a 51 per cent response, which was 90 per cent favorable. Several improvements were suggested by customers and were carried out by the firm. The complaints included: lack of shaded seating accommodations for customers in the outdoor service center, occasional slip-ups when jobs were rushed ahead of those which had been in the shop longer and lack of definite information on road-testing. Every job was road-tested, Ingman said, but customers liked to be told this. They also liked for the service personnel to explain exactly what was done to their cars and why it was done.

"When you let a fellow help you run your business, he right away turns into one of your best unpaid salesmen," said Parker. Needless to say, the practical improvements suggested by customers were put into effect immediately.

The other general letter was

(Continued on page 132)

He Made His Mechanics Happier And More Efficient by Planning

No Smell Here!

President Harry D. Blomberg and General Manager J. L. Groome watch as an exhaust is coupled up.

"THERE'S been a remarkable change since our fresh-air exhaust system was installed," said Service Manager Howard Wolfe.

Today, he explained, the mechanics at Harry's Cadillac Pontiac Co., Inc., in Asheville, N. C., have fewer headaches, with the result that absenteeism has been cut sharply.

"Before we installed the system, I remember how our mechanics used to complain about feeling sick or just not feeling well," Wolfe said. "It was a common thing for a man to say he had a headache."

The parts manager used to complain also, because his counter was where the fumes shot back from the tune-up department.

"There's no comparison today with the conditions we used to have," the service manager said. "Even the cloudiness we used to notice in the shop as a result of the smoke has disappeared and certainly the quality of the mechanics' work has improved."

General Manager J. L. Groome said the exhaust equipment cost around $400, plus about $100 for installation.

"It has proven so satisfactory that we've already ordered an installation along this line on another floor where we recently set up mechanics to relieve the congestion on the main service floor," Groome said. "We wouldn't want to do without this system now that we've learned how valuable it is and how it has aided the men.

They Don't Forget

"The only trouble we have had is with the men who have at times forgotten to couple the exhausts to the vent system. This was brought up at a recent meeting of the force and we're watching to make certain that they are coupled."

Service Manager Wolfe commented: "One of our younger mechanics came to me today 15 minutes after he had started working on a car and apologized for forgetting to couple. He said he'd see that it didn't happen again."

The installation is simple enough. What's more, most of the mechanism is up and out of the way of men working on the floor. In this particular installation, an exhaust was cut through the roof, with the motor established on a platform well above the heads of the men below.

Connector pipes were of sufficient length to permit their use not in one stall but in several adjacent stalls as well.

For those models of Cadillacs designed with dual exhausts, a special connector was being ordered at the time of the interview in order to eliminate this last source of headache-creating and obnoxious fumes.

Proper equipment to service the cars of customers is important and means more profit dollars in the till. This fresh-air system has proven that there'll be more mechanics in the shop to operate that equipment—every day.

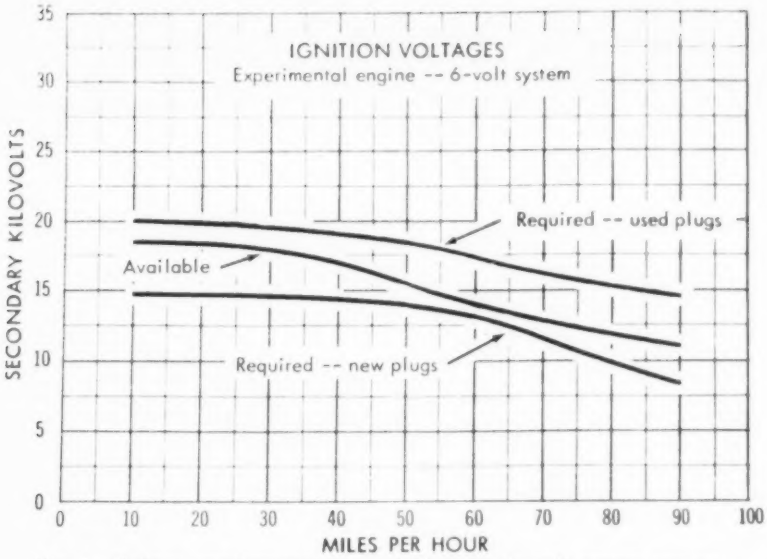


Fig. 1—Voltage requirements of used plugs in six-volt system can exceed maximum voltage available.

The Reason for 12-Volt Systems

—By—
Louis V. Larson
Chief Instructor
Delco-Remy Service Schools
Delco-Remy Division of General Motors

THE use of "extra-voltage" systems on motor cars is not new.

In early automotive production, cranking the engine was the most difficult job for the electrical system to perform. As a result, 24-volt cranking motors and six-volt generators were included in the first complete electrical systems supplied.

These units required complicated series-parallel circuits, but it was felt that the extra voltage was required to obtain the necessary horsepower for cranking the engine. Some straight 12-volt systems were used and continued in use for a number of years, but as more efficient batteries and cranking motors were produced six-volt systems became standard equipment. They were less complicated and did the work very well.

As more electrical loads, such as sealed-beam lights, radios, window lifts and other accessories, were added, improved generator output was required. Generators increased in output from 15 to 45 amperes over a 25-year period, but the change was accomplished within a normal six-volt system.

To obtain better fuel economy and engine performance, engine designers have produced higher and higher compression engines with steadily improved combustion chamber designs. The change has been gradual, extending over a number of years, in order that proper fuels could be made available as the new cars appeared on the market. High-octane gasoline is now available to take care of engines with compression ratios of 8:1 or slightly above.

Because of higher compression ratios the demands on the ignition system have become greater and greater, and the ignition reserve has become less and less. This change also has been gradual, but the results are becoming noticeable under adverse conditions. The voltages at which a spark will occur at the spark plug have become greater throughout the speed range due to the increased gas pressure around the plug. (Fig. 1.)

Further increases in voltages are required through the medium- and high-speed ranges due to better breathing of the new engines. The better breathing allows leaner gasoline mixture ratios for better economy, but a higher voltage must be supplied to jump the gap of plug under this condition.

The length of the high tension lead from the coil to the distributor cap, the length of leads from the distributor cap to the spark plugs, the location and tempera-

Fig. 2—Twelve-volt system makes possible a tremendous increase in energy input to the ignition coil at all speeds.

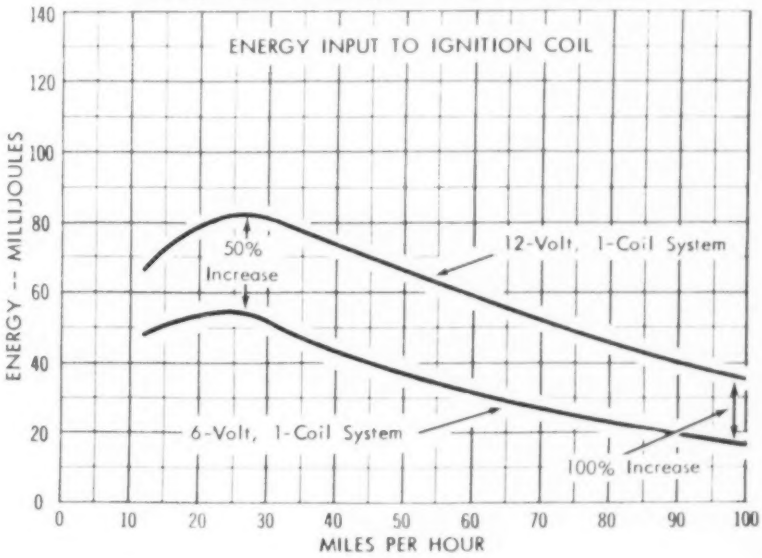


Fig. 3—Since the secondary winding is linked magnetically with the primary, a voltage proportionate to number of turns of wire also is built up there.

Fig. 4—More and more passenger cars are turning to 12-volt systems to meet growing electrical demands. Here is a typical set of equipment to supply 12 volts.

ture of the spark plug, and many other variables have been controlled in engine design to reduce voltage requirements so that new engines can be operated without missing.

However, the width of the spark gap and the shape of the center electrode of the spark plug continue to change with use in service and these changing variables add to the voltage needed to fire the spark plug. As a result, after 5,000 to 10,000 miles of operation, all of the ignition coil reserve is used up, and occasional missing occurs. This missing usually occurs at low speed on part-throttle acceleration where a higher voltage is required than under other operating conditions.

Since the voltage available from a six-volt ignition coil, used on eight-cylinder engines with compression ratios above 7:1, allows only a small reserve to take care of ignition under all conditions, it is reasonable to assume that some other source of supply is needed to consistently fire the spark plugs when compression ratios approaching 8:1 or higher are used.

Higher compression ratios are inevitable in the race for greater engine efficiency and the use of a 12-volt system is one of the most practical methods available for providing the extra ignition reserve needed under these conditions. Why a 12-volt system is an answer in providing more energy can best be explained by a brief discussion of the operation and controlling factors of an ignition coil.

An ignition coil transforms low voltage into high voltage according to very definite rules. These rules of behavior are used and understood by ignition engineers, but are not so clear to automotive electricians and instructors. A review of some of the essential facts used by engineers will help explain the function of an ignition coil without the use of mathematical equations.

Must Limit Primary Current

One of the first requirements in designing an ignition system is that the primary current be limited. It must not exceed 4.25 amperes at low-speed operation after the coil has reached a stabilized operating temperature. This requirement is based on the fact that the tungsten contacts (the best material known for the purpose) cannot carry a greater value of current for any length of time without excessive burning or oxidation.

To obtain the high voltage required for ignition, the battery voltage must be increased by transformer action in the coil. This is accomplished by a secondary winding of many thousands of turns of wire, wound on the same axis as the primary, and linked magnetically with the primary. The amount of energy which can be transferred to the secondary, through this magnetic linkage, depends to a great extent upon the energy which can be stored in the magnetic system of the coil by the current flow through the primary, and the inductance of the system.

Inductance is an electrical action which tends to resist a change in current flow in a circuit. Because of inductance a significant time interval is required for the primary current flow to reach the maximum determined by resistance of circuit, and inductance tends to keep the current flowing after the circuit is broken. This latter action is known as self-induction, and a high voltage is built up in the primary by this tendency to maintain the flow of current.

Since the secondary winding is linked magnetically with the primary, a voltage proportionate to the number of turns of wire also is built up in this winding. For instance, if 200 turns on the primary will build up to 250 volts, then 20,000 turns on the secondary will build up to 25,000 volts (Fig. 3). This is the action of an ignition coil.

Since the ratio of secondary to primary turns in six-volt coils is now at its best efficiency, to increase the energy available in such a coil either the inductance or the current, or both, must be increased. Since the amount of current is limited, only inductance can be increased. But this cannot be done on a six-volt coil without a sacrifice in top speed performance. Inductance slows down the primary current flow, and it is well known that the value of the primary current at the instant the contacts open decreases with increased speed. On a normal system this decrease amounts to 50 per cent at top speed due to the elements of time, inductance and resistance.

It is possible, of course, to in-

(Continued on page 126)

Time is saved and the chance of error is reduced now that Bennett can give a register receipt to the customer instead of having to write out a sales slip listing the various items that are purchased.

Bookkeeping at the end of the day has been cut to an average of 45 minutes since totals for the different departments are instantly available and since shortages can be traced with minimum effort.

Records Plug Profit Loss

By John W. Bennett
Owner, Dixie Texaco Service
Burlington, N. C.

It is a statement of fact when I say that since I straightened out my bookkeeping method my profits for a comparable sales volume have shown a big increase.

How come? Because I now have complete control over charge sales—something that I never had before. Not only that, but I now get a complete daily picture of what my business is doing in the different departments. Such information enables me to keep a closer watch on sales figures. I can stimulate repair volume where business appears to be falling off.

And I get all this information with only 45 minutes of bookkeeping a day.

My bookkeeping problems were solved with a cash-register system. In my opinion it is the answer to many repair-shop and service-station headaches.

I always thought that a cash-register system was too expensive. I find, however, that it is saving me many times its cost.

I used to spend four hours a day at my bookkeeping. There were so many hidden shortages that we could not find. It used to take several hours at the end of the day to determine my department sales.

When I got busy with customers, I often had to postpone my bookkeeping for a day or so. Then I would discover I was ten gallons of gas short with no record of payment. It would be too late to recall who went off without paying or if we forgot to make a charge record.

With my new register I get a dollars and cents total of gas sold, the pumps showing the dollars and cents total of gas pumped. I now know as soon as I check if gasoline sold has not been recorded as charge or cash. Checking with our register daily we can often recall if we forgot to charge a certain customer or if a customer drove off and forgot to pay.

My old method recorded only cash sales. On a charge sale I would have to make out a sales slip by hand. At the end of the day I would have to enter my charge sales in my book of customers' accounts.

My new register system now does all this for me: it breaks down sales into gas, oil, accessories, wash and grease, labor sales, tires and tubes, cash, charge, received on account and paid out. The register gives me automatic totals on all these items.

This is how the register and bookkeeping system work:

Let's say that Lloyd Spencer, a charge customer, comes in and gets a car wash, an oil change, gas, a pair of breezers and lubrication. His ledger account card is taken from the file. After registering the various sales into the proper department classification, the ledger account card is placed in the register and the amount of sale posted. Then, depressing the "previous balance" key, I put the customer's previous balance in the machine and it is added to the

(Continued on page 106)

NEWS BRIEFS *of the*

Does 12-Volt Ignition Need Special Plugs?

WITH adoption by some car manufacturers of 12-volt electrical and ignition system in their 1953 models, the question is raised as to its influence on spark plugs, particularly whether the type of plug required for a 12-volt system would need to differ from that used on the six-volt system.

According to engineers of AC Spark Plug Division of General Motors, the answer is no, since the same spark plugs can be used interchangeably on the two systems. While the 12-volt system will supply more voltage to the spark plug, it in no way affects the "heat range" value of the spark plug itself, they said.

Mechanically-minded motorists and mechanics may notice that in some instances the type of spark plugs has been changed in the new 12-volt-equipped engines. This, the engineers said, is merely because of the higher compression and increased power of the new engines, not because of the 12-volt electrical and ignition system.

Selling Battle Predicted By Chevrolet Ad Head

DEALERS generally will sell anything they have for the first quarter of 1953, after which competitive selling will set in, W. G. Power, advertising manager of Chevrolet, predicted at Dallas, Texas, recently.

Press, radio and television representatives from all over the Southwest gathered at the Adolphus Hotel for the only Southern "press preview" for the 1953 models, when Chevrolet unveiled selling and promotional plans.

After H. G. Little, president of the Campbell-Ewald agency, which has directed advertising and promotion for Chevrolet for 30 years, discussed "the biggest advertising budget in Chevrolet history," Power pointed out that "anyone who can see, read or hear will know about Chevrolet next year."

The "press preview" traveled with a carload of special scenery and effects, including a new-model car and shadow-box versions of other models.

In addition to Power, M. E. Scott, who is assistant advertising manager for Chevrolet, and W. R. Mackenzie, staff engineer and one of the designers of the new line, were present.

Jacksonville Branch Opens

A factory branch for Trailmobile, Inc., has been opened at Jacksonville, Fla., with William S. Hall, Jr., as manager. A native of High Point, N. C., Hall formerly was manager at Norfolk.

Virginians Name Hiblock

Henry L. Hiblock, Antrim Motors, has been elected president of the Roanoke (Va.) Automobile Dealers Association. Harry G. Johnson, Sr., is vice-president and Kenneth L. Hoover is secretary-treasurer of the association.

Central Sales Division Set Up by Nash

NASH Motors Division has established a new central sales division and realigned its sales territories.

N. F. Lawler, formerly director of advertising and sales promotion, has been appointed manager of the new division, with headquarters in Detroit. Among the zones included in the division are Dallas, Kansas City, Oklahoma City and St. Louis.

L. T. Kouns, western sales manager, has moved his headquarters from Detroit to Los Angeles. J. W. Watson continues as eastern sales manager.

Atlantians Discuss Steering

"Building Stability into the Modern High-Speed Automobile" was the topic for the January meeting of the Atlanta, Ga., Group of the Society of Automotive Engineers. O. D. Dillman, staff engineer with Chrysler Corp., discussed balance, car rolling center, spring suspension and steering.

The Jet and Super Jet series are Hudson's new entries in the low-price field. Both feature "step-down" design and low center of gravity. An in-line, L-head engine with a 7.5 to one compression ratio powers the new model. With optional aluminum head, compression ratio is eight to one. Dual-Range Hydra-Matic Drive and Twin H-Power are optional.

AUTOMOTIVE INDUSTRY

Dedication of Engineering Center Will Highlight Ford's 50th Year

DEDICATION of Ford Motor Co.'s $50,000,000 engineering and research center at Dearborn, Mich., will highlight the events commemorating the 50th anniversary of the company. The ceremony is set for June 16, the date of incorporation in 1903. A dinner attended by several hundred national figures will follow the ceremony.

On the same day local company officials, Ford and Lincoln-Mercury dealers and their wives will attend anniversary banquets in 33 cities in the United States in which Ford maintains plants, parts depots and sales offices.

Theme of the anniversary, "Fifty Years Forward on the American Road," will be featured in a two-hour television show and an hour-long radio broadcast on the evening of June 15.

Goes on the Air

The television show will be carried on two major networks and the radio program will be aired on a major network.

Dealers throughout the country will hold open-house programs for the public in June. Employees and their families will participate in "birthday party" events in the Detroit area and all branch locations in July and August.

The Ford Archives, said to be the largest institute of its type in industry, will be dedicated in May, with some of the country's leading scholars, archivists and historians attending the ceremony.

The Rotunda, which was converted to an office building during World War II, will be reopened as a public showplace around June 1. Theme of its exhibit will be "Progressive Research and Engineering."

A pictorial book, "Ford at Fifty," will be published by Simon and Schuster in April. Late in the year, the initial volume of an official Ford history will appear. The author is Allan Nevins, twice a Pulitzer prize winner for biography.

The "Ford Times" and "Lincoln-Mercury Times" will feature the anniversary in their June editions.

Approximately 2,000,000 anniversary calendars, featuring Norman Rockwell illustrations, have already been distributed.

NADA Urges Removal Of Wage Controls

THE new administration has been urged by the National Automobile Dealers Association to adopt a policy that will eliminate immediately price and wage controls.

The request came from J. Saxton Lloyd of Daytona Beach, Fla., president of the association.

In appealing for an immediate decontrol policy, Lloyd said that "price and wage controls now serve no useful purpose in the retail automobile industry and cannot be construed to be necessary in the public interest."

You Can Do Something About Taxes!

For an authoritative analysis of federal tax problems, read "Opportunities for Tax Reduction," pages 58 and 59 of this issue. And then—

You can get reprints at cost. Send them, with a personal note, to your congressman and senators. Distribute them to your employees—who, too frequently, have little conception of what the present heavy tax burden means to them or to you.

In this way you will help to do something about taxes!

Bowers Battery Opens Plant in Florida

OPENING of a complete battery manufacturing plant at Hialeah, Fla., has been announced by C. P. Bowers, president of Bowers Battery and Spark Plug Co. This will be the sixth plant in the Bowers operation.

"The tremendous acceptance of our batteries by motorists and dealers in Florida has necessitated the new plant," Bowers said.

"When we opened our Macon, Ga., plant six years ago, we felt certain that this plant would be able to meet our entire Southern battery requirements for at least ten years," he commented, "but now we find this additional plant necessary in order to meet sales requirements."

DeSoto Moves Phipps From Kansas City

A. B. PHIPPS, district manager for DeSoto Division at Kansas City, has been named regional manager at Minneapolis to succeed R. G. Roth, who is now field training supervisor.

R. M. Rowland, western sales manager for the division since 1945, has been appointed to the new position of director of merchandising.

Wiselogel Heads Dealers

Karl Wiselogel of W. & W. Motors, Inc. (Dodge-Plymouth), has been elected president of the Panama City (Fla.) Automobile Dealers Association. W. W. Padgett, Lincoln-Mercury, is vice-president and W. J. Cook, Jr., Ford, is secretary-treasurer.

GMC Offers Hydra-Matic

Hydra-Matic Drive is available throughout the 1953 light truck line of GMC Truck & Coach Division. The automatic transmission is standard on the parcel delivery and optional for pick-ups, panels and other units.

Charleston Garageman Tells Plan For Partnership with Three Sons

ARE you the owner of a garage wondering when and how you should form a partnership—and have a son or sons interested in the business who can help you with the solution?

Then if you are, perhaps you'd be interested in the plan worked out by W. H. Yon of W. H. Yon Garage, Charleston, S. C.

This veteran garageman announced last month he had taken his three sons into his business. The father will continue to handle administrative matters, while W. Athell Yon will be in charge of trouble-shooting, T. Edison will be in charge of electrical, carburetor and tune-up in general, and J. Cecil will handle motor-rebuilding and machine shop.

"I recommend that garagemen getting some years behind them form a partnership when their sons are qualified to handle the mechanical work and otherwise are responsible," said the elder Yon, "because it gives them inspiration. They know then that every other dollar they are making is for themselves."

Under the partnership agreement, it was provided that if the father died before the mother, then the sons would pay a stipulated lump sum to the mother in order to acquire the father's stock. If the father should retire, his equity in the business would be paid to him by the sons.

Feb. 14-18 — Annual convention of National Automobile Dealers Association, Civic Auditorium, San Francisco, Calif.

March 9-10 — Annual convention of Louisiana Automobile Dealers Association, Jung Hotel, New Orleans.

March 26-29—Southwest Automotive Show, Fair Park, Dallas, Texas.

May 4-5—Annual convention of Missouri Automobile Dealers Association, Chase Hotel, St. Louis.

May 4-7—Annual convention of Automotive Engine Rebuilders Association, Netherlands Plaza Hotel, Cincinnati, Ohio.

May 22-24 — Southeast Automotive Show, Dinner Key Auditorium, Miami, Fla.

Sept. 20-22—Annual convention of Kentucky Automobile Dealers Association, Phoenix Hotel, Lexington, Ky.

Alton J. Duderstadt has been appointed DeSoto regional manager at Dallas, Texas. He succeeds Stephen L. Noble, named regional manager at Chicago. Duderstadt joined the division in 1946 as a district manager in the Dallas region. He has been in the automobile business since 1934.

Sept. 24-26—Annual convention of Automotive Wholesalers of Texas, Austin.

Sept. 27-28—Annual convention of Georgia Automobile Dealers Association, Biltmore Hotel, Atlanta, Ga.

Oct. 4-6—Annual convention of Texas Automotive Dealers Association, Texas Hotel, Fort Worth.

Oct. 4-6—Annual convention of National Used Car Dealers Association, Hotel Statler, Detroit.

Oct. 18-20 — Annual convention of Tennessee Automotive Association, Buena Vista Hotel, Biloxi, Miss.

Oct. 25-27—Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi, Miss.

Oct. 25-27—Annual convention of Florida Automobile Dealers Association, Sheraton Beach Hotel, Daytona Beach, Fla.

Dec. 8, 9, 10 and 11, 1954—Biennial Automotive Service Industries Show, Navy Pier, Chicago.

"And besides the snappy chrome trim, if you insert a nickel in the slot the hood lights up and plays popular recordings."

Ford Public Relations Opens Atlanta Office

OPENING of a new Southern public relations department at its Atlanta assembly plant has been announced by Ford Division of Ford Motor Co. The department will handle public relations activities in the Atlanta, Charlotte, Jacksonville, Memphis and New Orleans districts.

Russell M. Hart, formerly manager of the division's public relations office at Washington, D. C., is manager of the new department. He joined Ford in 1947. A graduate of the University of Chattanooga and a post-graduate of the University of Oklahoma, he worked on newspapers in Chattanooga, Louisville and New York before joining Ford.

More Cars for South, GM's Curtice Says

GENERAL Motors has announced it will raise its allotment of cars to the Southeastern states this year as part of an effort to hit a $9,000,000,000 sales target reflecting the firm's optimism about the 1953 outlook.

Harlow H. Curtice, acting president, said the allotment was boosted not only because of the corporation's confidence in general business prospects, but also because of recent encouraging economic reports from the Southeast.

GM sales are expected to total about $9,000,000,000 this year, compared with approximately $7,500,000,000 in 1952, Curtice said. This prediction was based in part on his forecast that the American automobile industry will produce, if materials are available, 5,500,000 passenger cars in 1953.

"Our market studies have indicated a materially increased demand for cars this year in Alabama, Florida, Georgia, Mississippi, North and South Carolina and Tennessee," Curtice said. "If materials will be readily available this year, as we now expect, we should be able to fill that demand."

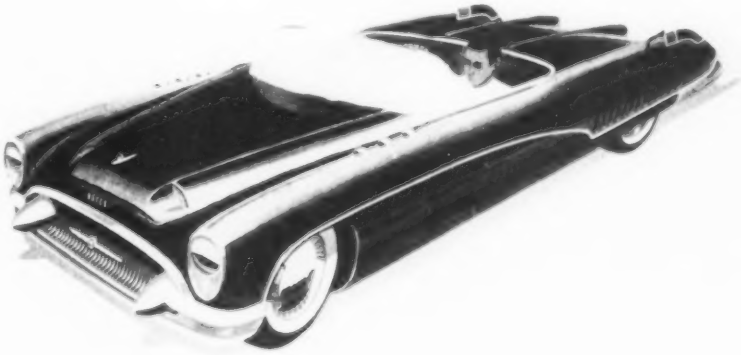
To support his optimistic outlook for the Southeast, Curtice cited some of the latest available reports.

"In total income payments per capita, the Southeast showed an increase of 141 per cent in 1950 over 1941," he said.

(Continued on page 144)

A two-level stage for orchestra, ballet, chorus and new-car display was the center of attention at the GM Motorama of 1953 at the Waldorf in New York last month. Five GM cars moved automatically on and off the lower level of the stage. There were 38 cars in the Motorama, including seven built exclusively for the show. Posing in the Le Mans experimental convertible are (l. to r.) the Duke of Windsor, Alfred P. Sloan and C. F. Kettering. The convertible has a fiberglass-plastic body and 250-hp engine. The show was to be held in Miami Feb. 12-17.

The Buick Wildcat, a single-seat sports convertible, was unveiled at the General Motors Motorama of 1953 at the Waldorf-Astoria Hotel, New York, last month. The experimental model has a fiberglass body and is powered by Buick's 188-horsepower V-8 engine with Twin-Turbine Dynaflow. Interior is trimmed in green leather. A special feature is the "roto-static" front-wheel discs that remain stationary while the wheels revolve about them. The model was built to test the use of fiberglass in automobile bodies, General Motors Styling Section said.



New Braking System Uses Ball Bearings

An automobile brake system that uses aluminum discs and steel ball bearings has been developed by a St. Joseph, Mich., firm. The brakes are hydraulically operated.

The brakes are made of tiny bearings sandwiched between flat aluminum discs. In braking, the balls are set to spinning, forcing the discs apart. The discs then exert pressure on the brake housings, stopping the car.

Two automobile manufacturers are considering using the brakes on new models, it was reported.

Southern JOBBERS AND FACTORY MEN

GET IT FROM YOUR JOBBER — CARE WILL SAVE YOUR CAR

Running Up the Score on Equipment Sales

By S. C. AGNEW
Partner, Ryan Supply Co.
Jackson, Miss.

SINCE equipment sales have been slow for us and for most other jobbers during the past year, the results of our recent campaign on fast chargers were something of a surprise.

Our past experience has shown that extra work produces more sales, but this time results exceeded our expectations.

Within a three-week period late in 1952, our salesmen sold 17 fast chargers. During the opening weeks of 1953, we were continuing to receive orders from customers whose interest had been aroused during the drive but who didn't buy then.

Until our salesmen began putting extra effort on battery chargers, sales during 1952 wouldn't have averaged more than four units a month.

This is just another proof of something we firmly believe: The right kind of sales meetings and effective missionary work can be of real help to the wholesaler.

Some jobbers don't agree with that. In conversations during the ASI Show last December, for example, we heard several jobbers say that a sales meeting was a waste of time and that they didn't want factory men going out with their salesmen.

Occasionally, it is true, you will run across a factory man who doesn't know as much about his product as your own salesmen do. But generally they can help salesmen to do a better job on a particular line—and not just brand-new salesmen in the automotive field. Most of the 12 salesmen working out of our main store and branches at Hattiesburg and Meridian have been with us eight years or longer. The "young fellows" have been with us three to five years.

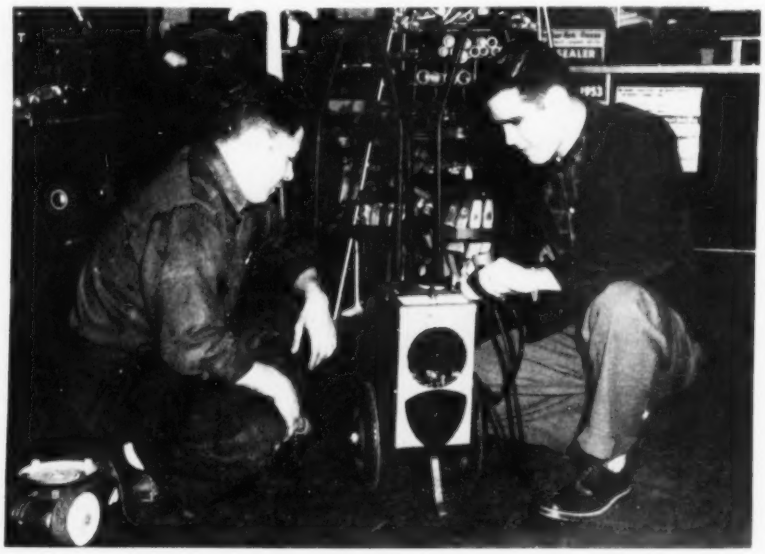
We always try to cooperate with factory men so they can stay busy and not waste time. We also expect certain things of the factory men who come to us.

First of all, we limit sales meetings to 30 or 40 minutes, or an hour at the longest. Meetings are usually held Saturday afternoon, which is about the only time all our salesmen can be brought together. The men are tired after a week's work, and a long meeting would be a mistake.

A factory man can cover all pertinent information in the allotted time, if he gets right down to business. In the case of equipment, we believe demonstrations and thorough explanations of how the machines work are more important than too much technical discussion.

As a follow-up, we arrange for the factory men to work with our salesmen during the week following the sales meeting. We believe that this immediate follow-up is important. If several weeks go by

While the outside salesmen were taking chargers into their customers' shops for demonstrations, the countermen went to work on customers who came into the store. Here Roy E. Williams (right) points out features.



The author, a veteran automotive wholesaler, believes firmly in sales meetings and missionary work. He tells how they pay off for his firm.

fore a factory man makes the rounds with the salesmen, much of the effect of the sales meeting has already been lost.

Above all we make it clear to the factory men that in dealing with our customers, our salesman is the boss.

Before each call our salesman briefs the factory man on that particular customer. He may say, "If this guy says no, he means it so don't urge him." He may point out that another customer usually needs a little pressure to get him into a buying mood. A few of our customers are so opposed to factory men that our salesmen won't take one into their shops.

In the case of battery chargers or other light equipment, the factory man and our salesman will carry one along with them so they can show the customer how it works. They can show him how easy it is to use the equipment. They point out, for example, how to prevent damage to the battery. An explanation of the special features of a particular charger may convince the shop operator that it's time for him to replace his old charger. When the factory man and the jobber salesman can tell a shop operator something that will make his job easier, he'll listen.

We plan similar periods of emphasis on other equipment lines in the months ahead, especially small equipment which can be taken to the customer's shop and demonstrated right on the spot.

Day-to-day parts sales are the bread and butter of the wholesaler. We look on equipment sales as valuable "plus" business—business we will continue to go after. And with planning, thought and work, we believe we will get our share of it.

Space Is Fast Going For Show at Miami

By the middle of January, manufacturers had signed up for about three-fourths of the available exhibit space for the 1953 Southeast Automotive Show, Show Director Foster B. Steward reported.

About 15 per cent of early exhibitors were newcomers to the Southeast Show, he reported.

"This is a record of which we are justly proud and one that points to a definite sellout of exhibit space, possibly including the balcony," Steward said. "It's an assurance that our coming show is destined to be a tremendous success."

The list of sponsoring jobbers has grown also. A total of 186 sponsors and 153 branch stores had signed up by December, pushing the number of sales outlets represented to 339.

The show will be held May 22-24 at Dinner Key Auditorium, Miami. The building provides space for more than 400 10-by-10 display booths on the ground floor and 44 on the mezzanine.

"To estimate the magnitude of the show, visualize if you can more than a full mile of automotive displays, or more than 1,000,000 pounds of merchandise or 30 solidly-packed freight cars," Steward said.

On May 22 and 23, the show will be open from 9 a.m. until 9 p.m., with the morning period devoted exclusively to closed sales conferences between jobbers and manufacturers. The remainder of the periods will be open to retail tradesmen and guests of jobbers. Show hours on the final day will be 1 p.m. until 6 p.m.

Ample eating facilities will be provided, Steward said.

Dinner Key Auditorium, Miami, site of the 1953 Southeast Automotive Show, provides floor space for more than a mile of display booths.

Heffelfinger Is Named To Head NAPA in '53

J. M. Heffelfinger of Boozer-Test Management Service has been reelected president of National Automotive Parts Association.

C. T. Reinberger, Automotive Parts Co., Columbus, Ohio, was elected vice-president and Henry Lansdale, Detroit office of NAPA, was reelected vice-president and general manager.

L. C. Benson of the NAPA Jacksonville warehouse was elected a

Mr. Heffelfinger

director. Directors who were reelected include: Carlyle Fraser and Robert L. Turner, Genuine Parts Co., Atlanta, Ga.; A. F. Baxter, Buffalo warehouse; R. W. Boozer, Boozer-Test Management Service; L. A. Boswell, Salt Lake City warehouse; H. A. Bradley, Jr., Philadelphia warehouse; R. C. Colyear and F. E. Nolen, Colyear Motor Sales Co., and R. J. Harris, Minneapolis warehouse.

The NAPA Manufacturers Council reelected all officers, with W. M. Stuart, Martin-Senour Co., as chairman.

AWDA Names Southerners

Ernest A. Tapp, Jobbers Supply Co., Kansas City, Mo., and Irvin M. Cook, Imco Manufacturing and Sales Co., Baltimore, Md., have been named vice-presidents of Automotive Warehouse Distributors Association. New directors include J. S. Connell, J. S. Connell Co., Dallas, Texas, and R. A. Martin, Tool Warehouse Co., Atlanta, Ga.

Cole-Hersee Names Strausz

Strausz, Inc., Atlanta, has been named to handle sales of Cole-Hersee switches in Georgia, South Carolina and eastern Tennessee.

Short Heads Specialties For Bluefield Firm

George E. Short has joined Automotive Supply Co., Bluefield, W. Va., as manager of the Specialty Department. He will head specialty sales, equipment sales and similar fields and will

Mr. Short

work with the entire sales force of all the operations.

Short has been in automotive jobbing for a number of years and is well known in Virginia and West Virginia. He formerly was manager of Counts Automotive Supply Co., a division of Bluefield Supply Co.

Automotive Supply Co., a successor of Parts House, operates branches in Princeton, W. Va., and Pulaski and Norton, Va.

R. Howard Chamness Co., Dallas, Texas, representative for **Wix**, has announced the appointment of **Kermit Saxon** as special sales representative in Oklahoma and western Texas and of **Jack Horner** as field representative in southern and eastern Texas.

Three salesmen of Eis Automotive Corp. recently were presented gold watches in recognition of their 20th anniversaries with the firm. Shown are (l. to r.): President Ernest Schwarz, who made the presentation; W. L. Samuels; Jack Friedlander, who covers North and South Carolina, Florida and eastern Georgia, and Larry Poulk.

North Carolina Jobbers Appoint Jesse Jones

Appointment of Jesse F. Jones Jr., as full-time executive secretary of the North Carolina Automotive Wholesalers Association has been announced by President George McFarlane, Wilmington.

Jones formerly was assistant secretary of the National Candy Wholesalers Association, Washington, D. C. He joined that organization in 1946 after his release from the Armed Forces. He was on a

Mr. Jones

tour of duty with the Navy from September, 1950, to April, 1952.

A native of Oklahoma, Jones attended Murray State School of Agriculture and Mechanics and Hill's Business University in Oklahoma. He has studied accounting and business law at Benjamin Franklin University in Washington. He is a graduate of the National Institute for Commercial and Trade Organization Executives and a member of the American Trade Association Executives.

Headquarters for the North Carolina organization will be at Raleigh where Jones, his wife and two young children will make their home.

Hirsig Adds Durkee-Atwood

Lawrence M. Hirsig & Co., Jacksonville, Fla., has been appointed Southeastern representative for Durkee-Atwood Co., Minneapolis. C. T. Stafford, sales manager of Durkee-Atwood, attended Hirsig's annual sales meeting recently.

O'Hara Joins Butz

W. J. "Bill" O'Hara has joined Sidney Butz and Associates, Charlotte, N. C., and will cover Alabama, Mississippi and western Florida from Birmingham.

H. R. Neal Will Manage Myers Motor Equipment

H. RALPH Neal has been named vice-president and general manager of Myers Motor Equipment Co., Kansas City, Mo. He succeeds D. B. Daley, who is now vice-president and merchandise control manager for the Myers-Link organization.

From headquarters in Kansas City, Daley will handle over-all coordination of factory programs, screen all new lines or additions to present lines and handle any factory adjustments above the local management level.

George R. Pitcher has been promoted to sales manager of the Kansas City operation and Hollis D. Marmon has been named manager of the Kansas City warehouse.

Other major operations in the organization are Myers Motor Supply Co. at Joplin, Mo., and Link Motor Supply Co. at Springfield, Mo. There are a number of branch stores.

MEWA Adds 150 Members To Roster in 1952

WITH the addition of 37 members shortly before the end of the year, the total of new members added by Motor and Equipment Wholesalers Association during 1952 reached more than 150.

Southerners accepted by the board of directors just before the close of the year included: Davis Auto Parts, Inc., Dover, Del.; Dixie Motor Supply Co., Inc., Orlando, Fla.; Kentucky Motor Service, Covington, Ky.; The Megahee-Speight Co., Thomasville, Ga.; S & H Auto Parts Co., Poplar Bluff, Mo., and S & W Supply Co., Inc., Hays, Kan.

Warren Katz Takes on Line

Warren Katz and Associates, Atlanta, Ga., has been appointed representative for the Automotive Manufacturing Co. of Chicago in a territory that includes Virginia, North and South Carolina, Georgia, Florida, Tennessee, Mississippi and Alabama.

Beiseman of Koochook Dies

Hugo J. "Doc" Beiseman, vice-president of Koochook Co., St. Louis, Mo., died last month after being ill for sometime. He had been with the company 35 years.

J. P. McCombs of Dallas (with hand raised) selects Southwest Show space for King Electric Equipment Co., which he represents. This was the first manufacturer-exhibitor called with a representative present. First and second on left are Ray C. Ricke and D. B. Pickens of the show committee. At right is T. C. Garrett, show president.

270 Exhibitors Complete Drawing For 490 Booths at Southwest Show

By Baron Creager
Southwestern Editor

SO FAR as 270 exhibitors are concerned, all is ready for the 11th Annual Southwest Automotive Show except for moving equipment and displays into the 490 booths that will be occupied for this exposition, March 26 to 29, inclusive, in the Automotive Building in Fair Park, Dallas.

A drawing at which the space was assigned, held in the Hall of State Building in Fair Park on January 9, attracted approximately 100 manufacturers or representatives, who responded in turn as their names were drawn from a box by T. C. "Buddy" Garrett, Dallas jobber and show president. Before the drawing proceeded, Manager Dean A. Johnson announced that six booths had to be added to accommodate overflow.

The drawing was in six sections, grouping exhibitors according to seniority as participants, the sixth group consisting of those entering the show for the first time this year. Drawings were supervised by Garrett, Johnson, officers and members of the show committee, which is headed by Ray C. Ricke of Dallas.

The show will be opened minus a more or less traditional preliminary social function, the kick-off banquet. At the outset there was some difficulty in arranging for a room for this banquet. However, when this wrinkle was smoothed out, the show committee had deliberated over the matter and recommended to the board of directors that the banquet be dispensed with. This recommendation was followed, Johnson also announced at the drawing, because it was concluded that the kick-off banquet consumed considerable time for show participants and entailed for them substantial expense.

In addition there was another item of possible conflict with the kick-off banquet in that a Dallas committee of wholesalers had considered the possibility of a "Care Will Save Your Car" meeting the night before show opening. Eventually it was decided that this particular night, March 25, was inappropriate for such a meeting.

Two weeks into January it was still possible that a Dallas "Care" meeting would be organized, but if so it would be scheduled for the night of March 20. The committee of wholesalers, consisting of Albert May of Beard and Stone Electric Co., D. B. Pickens of Terry Automotive and Richard Meggs

(Continued on page 138)

SERVICE AND MAINTENANCE

Clearing the Fog from

Steering, Alignment and Wheel Balance

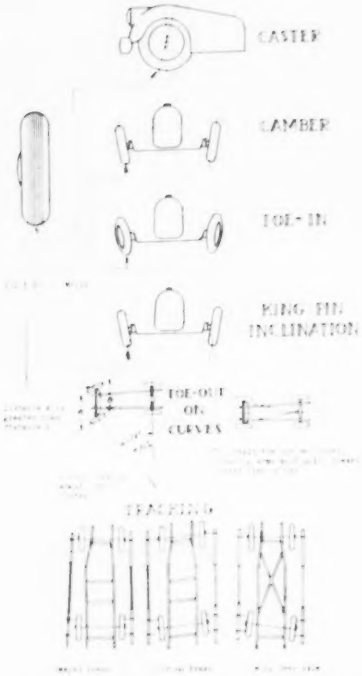


Fig. 1—Angles and factors which control wheel alignment

"At 80 miles per hour it begins to shimmy. Between 85 and 90 m.p.h. I can hardly hold it on the road . . . What can be done about it?"

We recently received this complaint and the shop took care of the cause of the shimmy — and we secretly wished a highway patrolman would happen along at the right time and "take care" of the driver.

Even within the allowed speed limit a vehicle with defective steering and wheel alignment may be the direct cause of a crash in which lives may be lost. That is why periodic front-end-alignment inspections should be made and any defects corrected.

Just what is steering alignment?

It may be defined as a system of interrelated angles of axles, spindles, wheels and other chassis parts to permit ease of steering, greater safety and to prevent abnormal wear of tires and front-end parts.

Factors Affecting Steering Alignment (Fig. 1)

Caster — Positive caster is the backward tilt of the kingpin at the top. Negative caster is the forward tilt of the kingpin at the top.

The purpose of caster is to cause the wheels to run straight normally and to reduce steering effort.

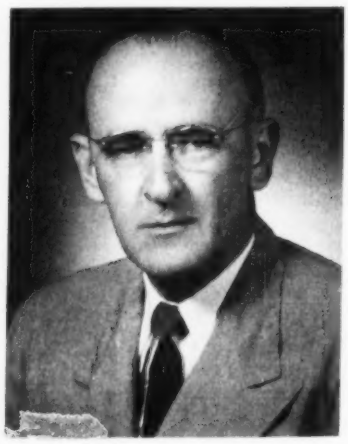
Camber — Positive camber is the outward tilt of the wheel at the top. Reverse camber is known as negative.

The purpose of camber is to bring the center of the tire tread in contact with the road more nearly under point of load.

Toe-in — Toe-in is the drawing together of the front wheels at the front. Its purpose is to prevent excessive tire wear and to insure proper steering on straightaway driving.

Kingpin inclination — Kingpin inclination is the outward tilt of the kingpins at the bottom. Its purpose is to reduce the need of excessive camber to put the center of the tire tread in contact with the road.

By E. M. Lowery
Technical Editor



Steering Geometry or Turning Angles (Fig. 2)

This is the relationship between the front wheels on turns, controlled by the angle of the spindle steering arms. Its purpose is to allow the front wheels to turn about a common center and thus prevent inside wheel from dragging sideways.

Tracking — Tracking means that the rear wheels of a vehicle should follow the front wheels in a parallel position. Its purpose is to provide easier steering and to prevent excessive tire wear.

Steering Control Alignment

Steering control alignment is the proper adjustment of the connecting linkage between the steering

mechanism mounted on the frame and tie-rod with the wheels in the straight-ahead position and with the steering-gear set on the high spot.

Wheel Balance—Static and Dynamic (Fig. 3)

Static balance is a condition that exists when the weight of a wheel is so distributed on its own spindle or shaft that the wheel will remain at rest when stopped in any position.

Dynamic balance is a condition independent of static that exists when the weight of a revolving wheel is so distributed that no vibration is present regardless of the speed of rotation.

Checking Steering Alignment

Careless checking accomplishes nothing, so a complete and thorough check should be made. For example: Tire wear may clearly denote toe-in or toe-out condition, yet it would be foolish merely to adjust the tie rods when the caster or camber may have changed to cause the toe-in error. Likewise, correcting caster and camber is useless if the kingpins, bearings, bushings and tie-rod connections are not in proper condition.

Fig. 2—Checking turning radius.

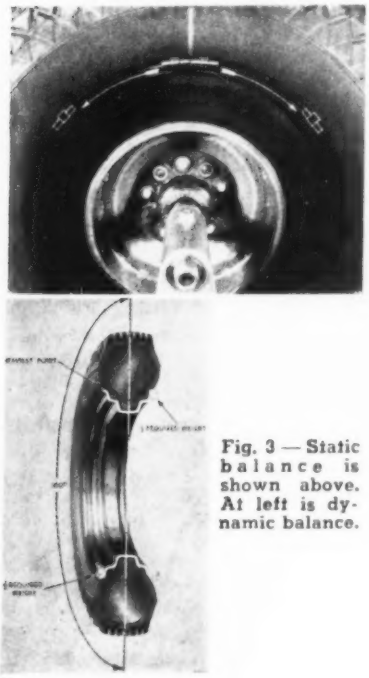


Fig. 3 — Static balance is shown above. At left is dynamic balance.

Steps in checking:

1.—Check toe-in, front and rear.

2.—Spin front wheels on floor jack for high-speed shimmy.

3.—Drive vehicle on alignment rack and check air in all tires.

4.—Check front spring.

5.—Jack up front wheels.

6. Check steering gear for roughness, worn parts and loose mountings.

7.—Check for loose kingpins, out-of-true wheels and rough wheel bearings. If wheel is bent, check hub and spindle. Also chalk rims for run-out.

8.—Check for loose upper and lower control arm bushing and pins. Check shock absorbers.

9.—Check for loose tie-rod ends, drag link and all bushings, bolts and nuts in the front end.

10.—Scribe lines on tires and right wheels for straight-ahead. Remove jacks from front wheels and jack up rear wheels; chalk rims for runout, check rear springs, shackles and shocks. If wheel is bent, check hub and axle.

11.—Split toe-in and check for tracking.

12.—Check camber, caster and turning radius.

Correct any defects or improper alignment found and road test.

The road test is the most important part of the complete job!

Road test on a flat street for caster pull and see if the steering-wheel spoke sets straight.

If there is a caster pull, return to shop and correct before completing road test.

Test for wander on hard road at about 45 m.p.h.

If possible, drive car at high speed for shimmy.

If front wheels are out of balance, the steering wheel will have a rapid shake; if rear wheels are out of balance, the rear window will be dancing and the gear-shift lever will shake.

If the car has a road tramp caused from bad shock absorbers or weak springs, at a high speed the fenders will seem to walk and the front of hood will vibrate. The steering wheel will have a slow shake.

If the job handles well under these tests, it will be safe in so far as steering alignment and balance are concerned.

Wheel Balancing

Small-size wheels and large-size tires have made dynamic balance necessary to overcome road shock and high-speed shimmy. Balancing the rear wheels, especially on models with coil springs in the rear, will also increase driving ease.

In order to insure stability at all speeds, the wheels of the modern automobile must be balanced accurately on a balancing machine capable of detecting the smallest amount of runout or vibration.

(Continued on page 126)

March: Servicing Brakes

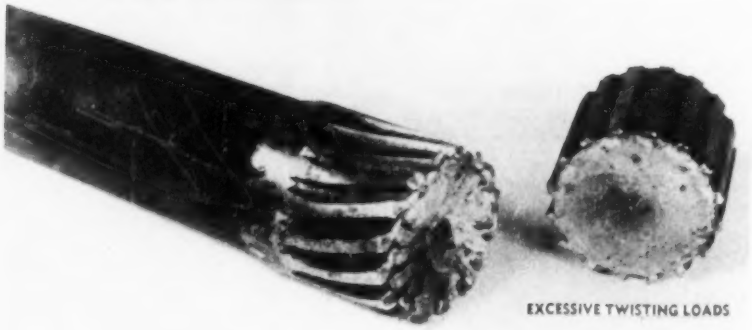
March will be a special issue pointing up service in general. Can you think of a better topic for this department than for Technical Ed. Lowery to cover brakes and brake-related units?

SHAFT WEARINESS FAILURES

Frequent Causes

TWISTING FAILURES

ABUSIVE HANDLING



EXCESSIVE TWISTING LOADS

EXCESSIVE TWISTING LOADS

THE best quality of axles on the market today are tough because only the finest alloy steels are used, skillfully heat-treated to produce a quality shaft. However, housings that are not lined up, loose wheel bearings, overloading and improper servicing all cause axle shaft "weariness" failures.

Repeated applications of such strains reduce the strength until failure occurs, and generally these failures occur under normal operating conditions.

Axle shafts are safety valves designed to break before something more expensive lets go.

Illustrated on these pages are some typical "weariness" failures.

Shaft Weariness Failures

Shaft weariness failures, as illustrated at top left, will show lengthwise cracks running with the grain of the metal which are characteristic with this type of failure. Final break usually shows a splintered and woody appearance. Sections of the shaft may be broken out completely.

To avoid this particular failure, drivers should be sure vehicles are not *overloaded*, that correct speeds are used, and that all other good operating practices are followed. With continued breakdowns, a careful check of operating conditions should be made and corrective step taken where necessary.

Twisted Axle Shafts

Twisted axle shafts, as illustrated at left, in the first stage of failure are resultant from a series of high twist or stress applications greater than the stress the material is designed to withstand. This type failure is generally slow in developing but shows a woody break with the splintered appearance at the breaking point.

This condition can be eliminated. Simply avoid *overloading* the vehicle, use skilled drivers and insist on careful handling of equipment.

Illustrations and text courtesy of The U. S. Axle Co., Inc., Pottstown, Pa.

# of Broken Axles

BENT AXLE HOUSING

Inspect axle shafts for evidence of such weariness failures when they are down for service.

Abusive Handling

In failures of this type, the axle shaft may show a tendency toward *twisting* which is indicated by a seamlike defect appearing along the outer surface. A clean break would probably be caused by a sudden application of an extreme twisting load far beyond the strength of the axle shaft.

To remedy this condition, drivers should be warned to avoid, wherever possible, the first overstressing which starts the weariness and results in the final break, since doubling the stress that the axle shaft was designed to carry may seriously reduce its life expectancy.

Excessive Twisting Loads

Twisting failures resulting in final breaks usually occur at the spline end. Generally the tendency is toward a cone-like break typical of this type breakdown. Radial cracks caused by this type failure usually start at the bottom of the spline and run toward the center of the axle shaft.

To eliminate this twisting, drivers should be instructed to handle heavy loads very carefully. They must avoid clutch grabbing or catching of the vehicle on grades after it has started rolling backwards. Also, they should avoid the use of propeller shaft emergency brakes, since this practice will contribute to this type of failure.

Bent Axle Housing

When axle housing is bent, a progressive break will develop at the outer diameter and will work toward the center until complete failure results. This failure usually occurs under normal operating conditions and is due to continued twist application.

Sprung axle housings usually develop from an accident, from vehicle overloading, or from shock load impact. The alignment should be inspected periodically and axle shafts should always be examined after a road mishap.

Severe Operation

When shock load applied to the axle shaft exceeds the load capacity of the axle shaft, splines will twist and may give way at any time during normal operation. Break progresses toward the center of the axle shaft and when the body becomes sufficiently weakened, total failure will result.

Severe working conditions develop this type of break. The driver should check loads and speeds over rough roads and the proper driving technique should be employed to stop recurring breakdowns. Drivers should be instructed not to drop in the clutch when the engine is racing. In the case of one axle shaft failure, both should be inspected by washing with solvent and tapping with a hammer to reveal weariness cracks.

SEVERE OPERATION

LOOSE WHEEL BEARING

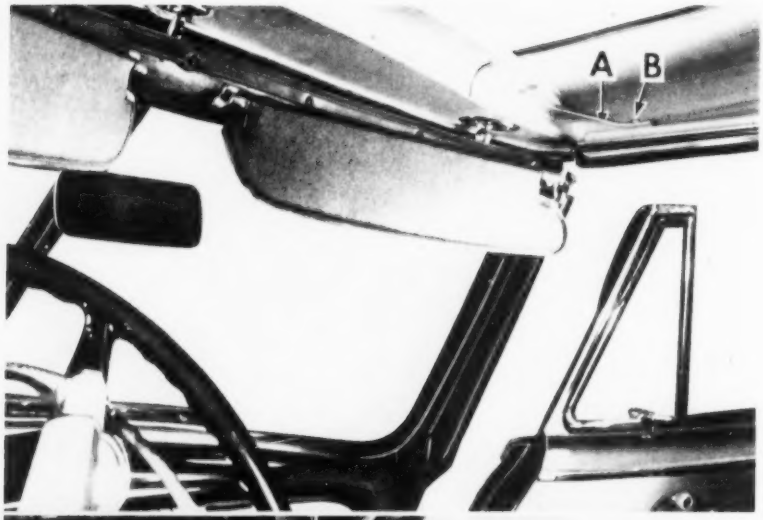
Loose Wheel Bearing

A clean break at the flanged end is caused by a *loose wheel hub's* off-center motion.

To prevent this condition, check wheel bearing adjustment, replace worn wheel bearings and recheck bearings periodically.

BODY-SHOP OPERATIONS

Adjusting Convertible Tops



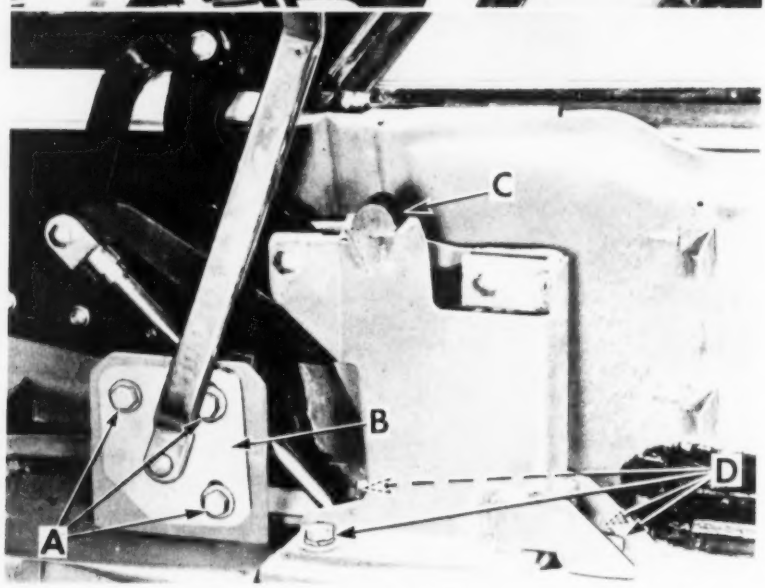


Fig. 1 (top)—Adjustment of top at front roof rail corner brace.
Fig. 2 (above)—Adjustment of folding top control link adjusting plate.

By E. M. Lowery
Technical Editor

REMEMBER some of the tough ones, how, with the owner looking on, we "sweated it out," knowing all the while that he knew we didn't have the "know-how?"

Remember the factory service bulletin which gave all the answers, but which we didn't think worth-while reading?

Remember how we began to worry when he, the owner, asked to speak to the "Boss?"

Things were really getting serious when suddenly young "Joe" (who, not knowing any better, had read the service bulletin) appeared and suggested that we try "so-and-so." We did, and when "he" (the owner) returned with the "Boss," everything was "just right."

Being an "ole timer," I remember, and I helped another "ole timer" "sweat one out" a few weeks ago, this one being a folding convertible top. And in our book nothing can be more contrary.

This experience prompted us to try to "dig up" some information on the subject that might help any reader of our "stuff."

The adjustment of the convertible top requires good judgment on the part of the body man. The work and necessary steps to correct a certain top variation should be planned and figured out beforehand. A single adjustment may be

Illustrations courtesy of Chevrolet Division of General Motors Corp.

all that is necessary to correct a certain top variation. Yet on the other hand, it may be necessary to make a combination of two or more adjustments to correct the variation.

Let's adjust the top on a Chevrolet convertible.

Adjustment of top at front roof rail corner brace (Fig. 1):

1.—If the top, when in a raised position, is too far forward or does not move forward far enough to allow the dowels on top of the windshield header to enter centrally into the dowel holes in the front roof rail, the following adjustments may be made:

a. Unlatch the top above the windshield header and raise the top slightly.

b. Loosen the corner brace attaching bolts "A" and "B" at the front end of the side roof rail.

c. The slotted holes in the corner brace will allow a forward or backward adjustment of the brace so that proper alignment may be made with the dowels on top of the windshield header.

2.—If the folding top front roof rail is too high when top is in a fully raised position, it may result in a difficult locking action of the top to the windshield header or in an inadequate weatherseal in this area. To correct, the following adjustment may be made:

a. Remove the corner brace attaching bolts at "A" and "B".

b. Place a shim between the side roof rail and the corner brace at the rear attaching bolt "B".

c. Install and tighten bolts in position, then check the top locking action and the alignment and weatherseal at the windshield header area.

Adjustment of folding top control link adjusting plate (Fig. 2):

Note: Before beginning the following adjustment, make sure fulcrum attaching bolts at "D" are tight.

1.—If, upon observation, the side roof rail is too high or too low in relation to the top of the door or quarter window, proceed as follows:

a. Unlatch the top above the windshield and lower the top approximately half way.

b. Loosen the three bolts at "A" and, without any change in the fore and aft location of the adjusting plate "B", shift adjusting plate up or down as desired. A downward movement of the adjusting plate will raise the side roof rail and an upward movement of the plate will lower it.

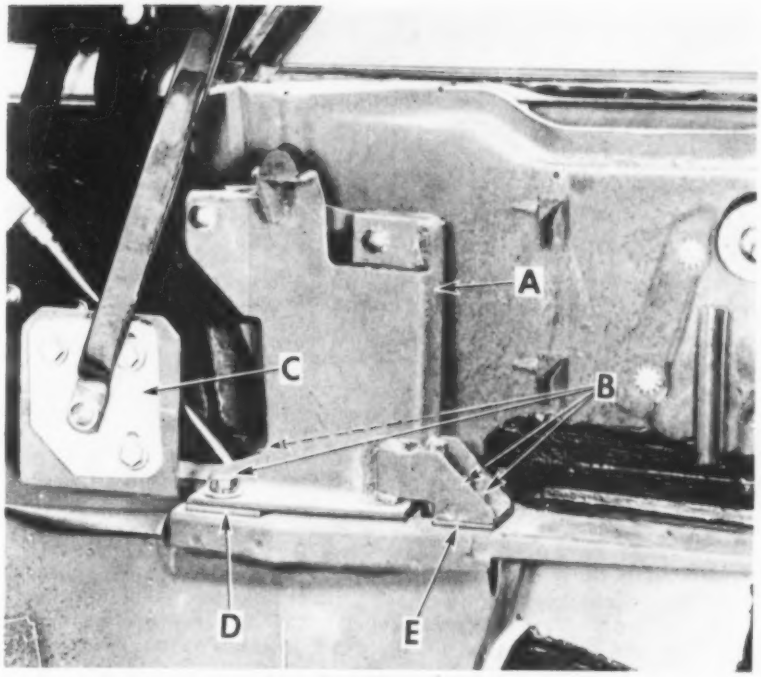
c. Tighten bolts and check top alignment.

2.—If the top is not down far enough when in the folded or stacked position (linkage does not touch bumper "C"), proceed as follows:

a. Loosen the three attaching bolts "A" and without any change in the up and down location of the adjusting plate "B", shift adjusting plate directly rearward.

b. Tighten bolts and check top alignment. This adjustment will further lower the top into its compartment and will add materially to the fit of the top boot in cases where the original folded position was too high.

Adjustment of top at hinge ful-



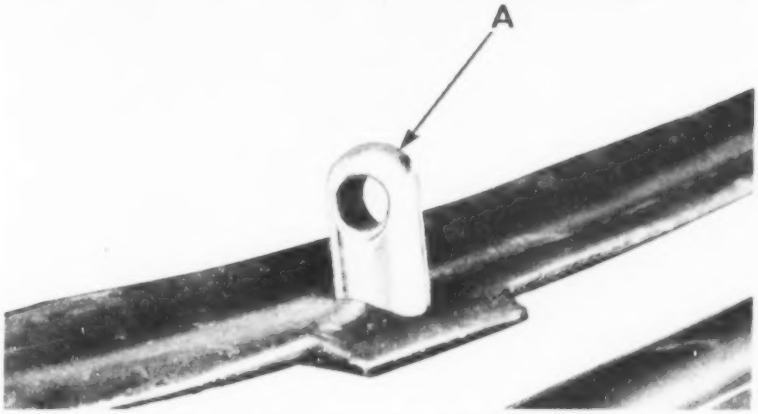
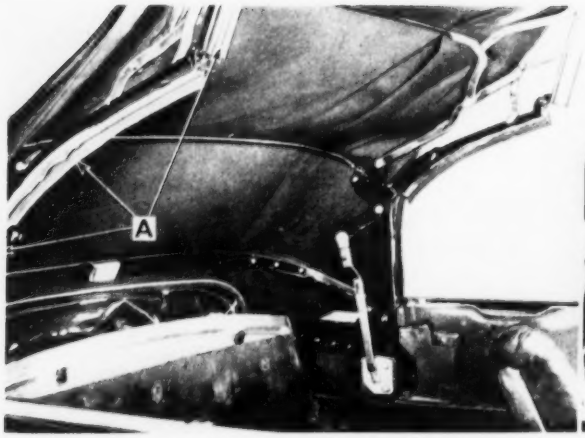
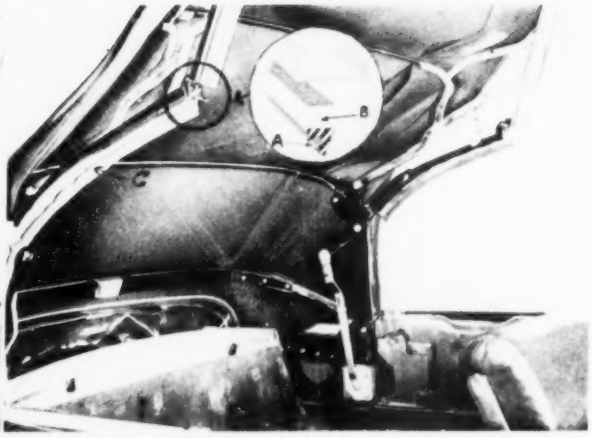


Fig. 3 (top)—Adjustment of top at hinge fulcrum.
Fig. 4 (above)—Adjustment of dowels at windshield header.

March: The Trimmer

Steadily moving along in his corner of the shop is to be found the trimmer. Next month Ed Lowery will discuss some angles which can annoy even an experienced upholsterer.





Figs. 5 (at left) and 6—Side roof rail weatherstrip adjustments.

crum (Fig. 3):

1.—Oversize holes in the base of the metal hinge fulcrum at "A" through which the four attaching bolts "B" pass, allow for a forward or backward adjustment to diminish or increase the spacing at the rear quarter window and for a slight rotational movement for lateral (sideward) adjustment of the front roof rail.

2.—If the side roof rail is still too high or too low, after first attempting to secure the desired adjustment at the adjusting plate "C", shimming beneath the fulcrum in the area of the attaching bolts "B" may provide the required adjustment.

Placing a shim at the rear bolt areas at "D" will raise the side roof rail, while placing a shim at the forward bolt areas at "E" will lower the side roof rail.

Adjustment of dowels at windshield header (Fig. 4):

Each dowel "A" on the windshield header is adjustable "up" or "down" to improve the locking action of the top or the fit of the top to the windshield header in the front corner areas. To adjust each dowel, loosen set screw and turn dowel on threads to desired up or down position; then tighten set screw and check top locking action and header alignment.

Adjustment of side roof rail weatherstrip (Fig. 5):

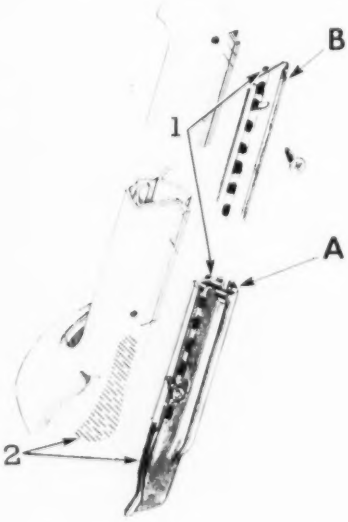
In conjunction with the adjustment of the side roof rail on convertible tops, it may be necessary also to adjust the side roof rail weatherstrips. If the side roof rail weatherstrip indicated at "A" is either in or out too far or is too high for proper contact with either the door ventilator, door window or rear quarter window, the weatherstrip may be adjusted as hereinafter described.

Side roof rail weatherstrip adjustments (Fig. 6):

The side roof rail weatherstrip adjustments on both the convertible and Bel Air coupe styles are basically the same. However, the convertible side roof rail weatherstrip is adjustable along the entire length of the side roof rail, while on the Bel Air coupe style only that portion forward of the rear quarter window is adjustable. To correct a condition where the side roof rail weatherstrip is either in or out too far, or is too high for proper contact with the door ventilator, door window or convertible rear quarter window, proceed as follows:

Note: Before beginning this operation, open the door and lower the rear quarter window. For convenience in loosening the side roof rail weatherstrip retainer attaching screws on convertible styles, it is recommended that the top be partially lowered.

Fig. 7—Front end side rail weatherstrip adjustments.



Convertible style:

1.—Carefully remove the side roof rail weatherstrip "A" from its metal retainer "B" as illustrated. The roof rail weatherstrip above door and quarter window openings consists of three sections, all of which are adjustable.

2.—For "in and out" or lateral adjustment of the weatherstrip:

a. Loosen the screws securing the weatherstrip retainer to the side roof rail. Some of the screw attaching nuts must be loosened along the top of the side roof rail.

b. Shift weatherstrip retainer and gasket "in" or "out" as required, then tighten screws.

Note: The attaching screw holes may be elongated, if necessary, to secure additional adjustment in extreme cases.

3.—For a "downward" adjustment of the side roof rail weatherstrip:

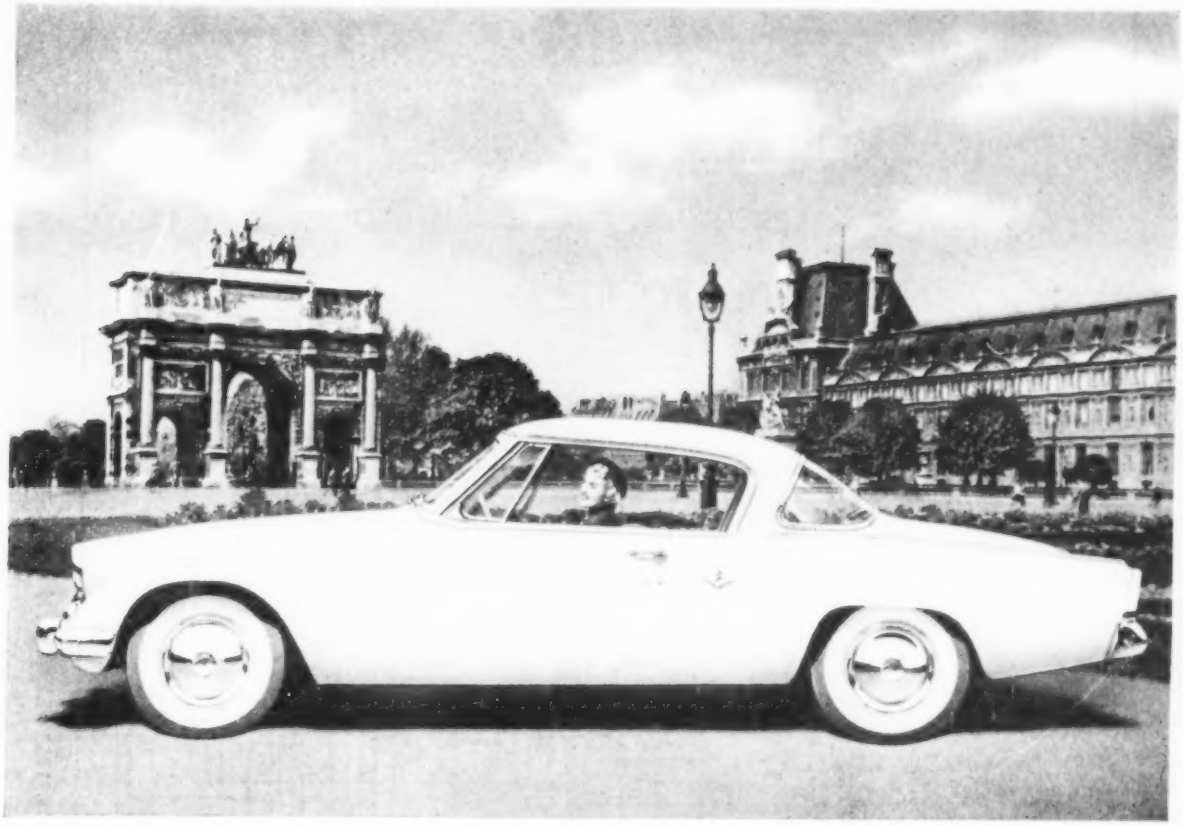
a. Loosen the screws holding weatherstrip retainer to side roof rail.

b. Insert waterproof shims between weatherstrip retainer and side roof rail at "C", then tighten screws. The entire length or only certain portions of the retainer can be shimmed as needed.

4.—Install weatherstrip in retainer and check alignment with door glass and ventilator frame, and rear quarter window glass.

5.—Apply caulking compound along the outside base of the side roof rail weatherstrip retainer at

(Continued on page 108)



Actual photograph

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The new American car with the European look

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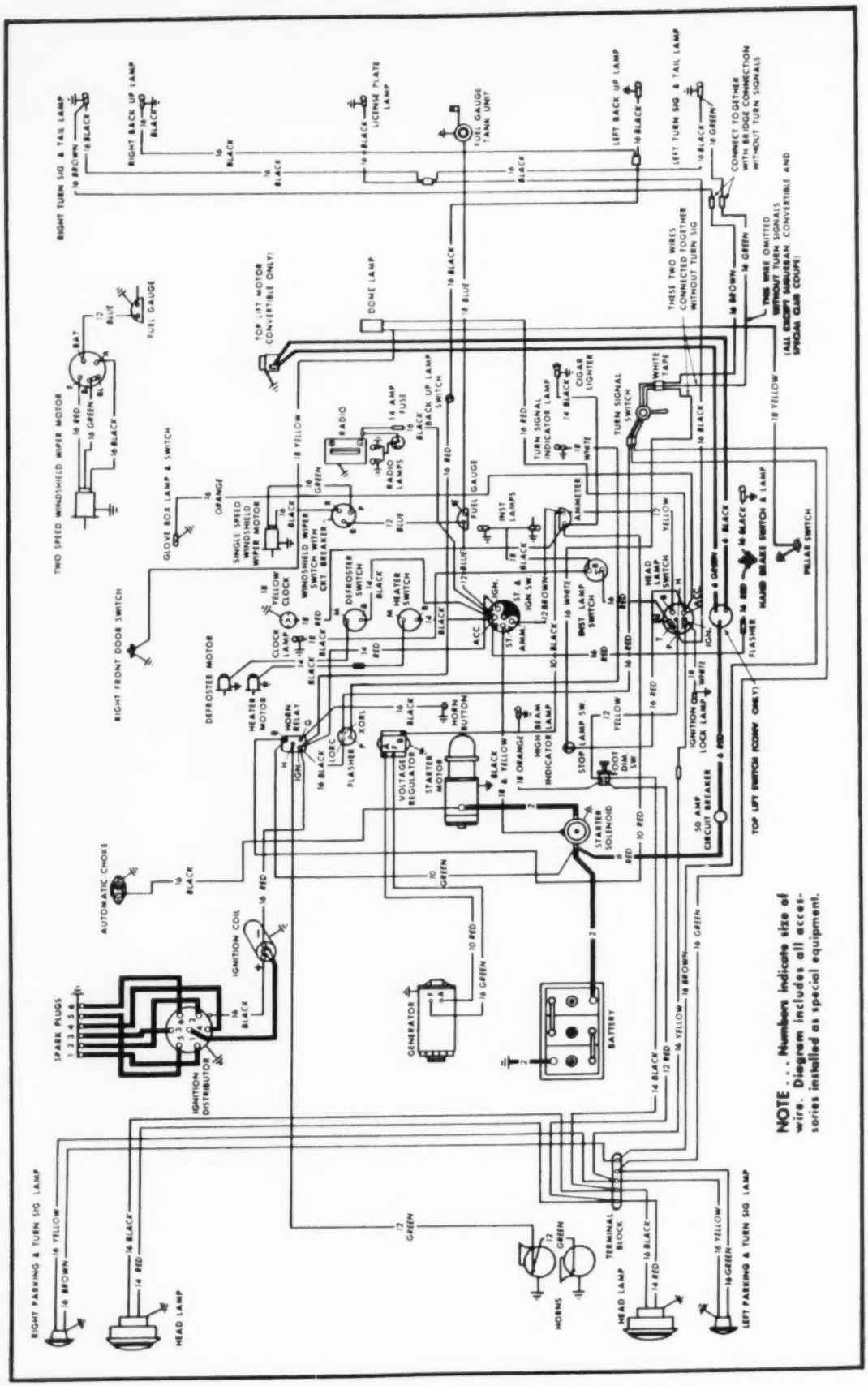
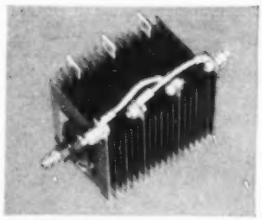


WIRING DIAGRAM FOR 1953 PLYMOUTH

New DELCO-REMY *Alternating Current*

GENERATOR

(ALTERNATOR)



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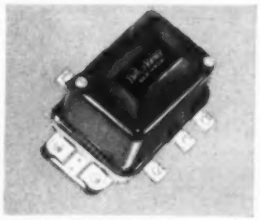

REGULATOR

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A.C.-D.C. charging system for vehicles with extra-heavy electrical loads

Here's the answer for your "problem" vehicles—Delco-Remy's new long-lived A.C.-D.C. charging system! It's specifically designed to meet the *extra*-heavy electrical demands of cars, trucks, and emergency vehicles equipped with two-way radio, floodlights and other special electrical units . . . ample current reserve picks up discharged battery quickly in operation.

With output ranging from 30-40 amperes at curb idle to 90 amperes at higher engine speeds, the new Delco-Remy A.C.-D.C. charging system meets all electrical needs under the toughest operating conditions. Included in the new system is the A.C. generator (alternator), a matching regulator for accurate voltage control and a rugged, dependable dry-plate rectifier which converts generator A.C. output to direct current.

Application packages for popular makes of cars and trucks are now available. The conversion job is simple, complete and profitable. For further details and for application data, call on your nearest United Motors distributor.

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PIONEER MANUFACTURER OF AUTOMOTIVE ELECTRICAL EQUIPMENT

So startlingly new!
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THE STRIKING NEW 1953
"TWO-TEN" 4-DOOR SEDAN
CHEVROLET
FOR '53

CHEVROLET

Entirely NEW through and through!

Entirely New STYLING

Lower in height, with long, flowing lines giving the *newest* look in cars! Richer, roomier new interiors—color-matched to exterior finish in "Two-Ten" and Bel Air models.

Entirely New POWER STEERING

You park and steer with finger-tip ease, yet you retain the familiar feel of the road. Optional at extra cost, it's exclusive to Chevrolet in its field.

Entirely New POWER

New 115-h.p. high-compression "Blue-Flame" engine with Powerglide* models. Advanced 108-h.p. high-compression "Thrift-King" engine with gearshift models.

Entirely New POWERGLIDE*

New automatic starting and passing range gives you flashing getaway from a standing start, greater passing ability in city driving. Gas consumption is substantially reduced!

Entirely New ECONOMY

You go much farther on every gallon of gas! Greater over-all economy of operation and upkeep! And, again in 1953, Chevrolet is the lowest-priced line in its field.

Entirely New SAFETY

Greater ease and safety of control. Greater visibility with a new, one-piece curved windshield. Finer, smoother brakes. It's the *safest* Chevrolet you ever drove!

Entirely New DURABILITY

Beneath the brilliant new beauty is heavier, stronger, more rigid construction. This means even longer life for a car always famous for durability and dependability!

*Combination of Powerglide automatic transmission and 115-h.p. "Blue-Flame" Valve-in-Head engine optional on "Two-Ten" and Bel Air models at extra cost. *(Continuation of standard equipment and trim illustrated is dependent on availability of material.)*

Chevrolet Division of General Motors, Detroit 2, Michigan.

George D. Raphael has been appointed treasurer of Roberts Brothers Co., Washington, D. C., it has been announced by Fred S. Roberts, president. Raphael has been with the firm since its founding in 1946.

Nash Appoints Krider For Parts Division

J. S. KRIDER has been appointed assistant parts and accessories manager for Nash Motors Division, it has been announced by C. M. Tillinghast, parts and accessories manager.

Formerly district manager of the Charlotte zone, Krider succeeds R. S. Nilsson. He joined Nash as parts and service representative in the Atlanta zone, where he was later named district manager. Before joining Nash, he was service manager for a Nash dealership in Charlotte, N. C.

Mullen Chosen at Houston

Boyd Mullen, Boyd Mullen Motors, has been reelected president of the Houston (Texas) Independent Automobile Dealers Association. Percy Henry was reelected vice-president and Bob Tuttle was elected secretary-treasurer.

Stamps Heads Dealers

Herbert Stamps, Knoxville Mack Distributors, has been elected president of the Knoxville (Tenn.) Automotive Trade Association. He succeeds Frank Word, Reeder Chevrolet Co.

K-F Plans Sport Car

Kaiser-Frazer announced late last month plans for volume production of an American sports car. The body will be of a new lightweight, durable material—laminated fiber glass.

Patman M. Dobbins (left) has been promoted to manager of the car sales department of the Atlanta, Ga., district of Ford Division. James R. Axtell (right) is now manager of the truck and fleet sales department. Both are natives of the Atlanta area and were formerly district sales representatives. Dobbins and Axtell succeed MacGregor Flanders and Joseph Hurst, who recently resigned to enter business for themselves.

Charleston Dealer Named

Hubert Kelly, Willys dealer at Charleston, W. Va., has been elected president of the Kanawha County Court.

There's More Profit per Job with Brolite

77 PRIMER SURFACER'S ALL AROUND EFFICIENCY:

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"Refinishing Specifications", a complete manual containing methods, handy tips, trouble shooting charts, and product descriptions is available without charge from your Brolite Jobber, or by writing direct to:

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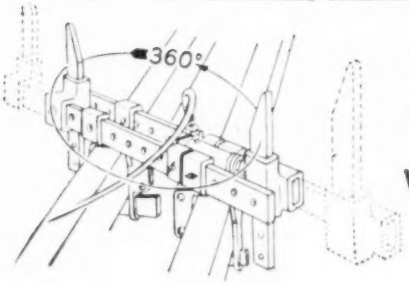
IT'S GOOD NEWS ABOUT ALIGNMENT

HELP IS ON IT'S WAY



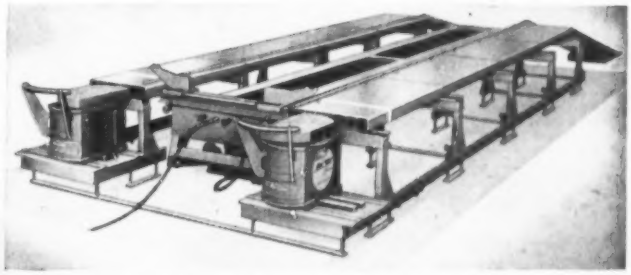
NOW you can straighten today's difficult frames and restore basic body alignment

WITH THE NEW EASY TO OPERATE

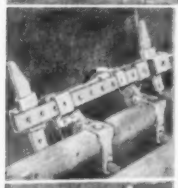
Bee Liner 360

THE BEE-LINER 360 IS THE ANSWER TO YESTERDAY'S ALIGNMENT TROUBLES AND THE ADDED PROBLEMS OF TODAY'S FRAME BODY CONSTRUCTION

- Jack always remains in a low position out of the way, always in line with push or pull, yet tools provide maximum versatility in operating height.
- Angles of push, push and hold, pull, pull and hold, double push, double pull, spread and squeeze are available in any direction in a 360° circle.
- Ample amount of push or pull without disturbing set-up.
- Capable of performing every conceivable frame straightening operation.



The Bee-Liner 360 unique design makes it exceptionally versatile. The practically unlimited combination of hook-ups insure a more efficient handling of all frame straightening operations, faster. With full 360° angle of hook-up, the jack is always in line with the push or pull. Jack operates below all obstructions, out of the way. Frame press and knee adjustment insure proper working height. Set-up may be pinned and held while jack is reset for further push. The Bee-Liner 360 for the first time makes it possible to push, push and hold, pull, pull and hold, double push, double pull, spread and squeeze in any of the 360 degree angles.



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1953 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	Std. Wheelbase	ENGINE: No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M.	Camshaft Drive	Main Bearings	Crankcase Cap. (Qts.)	Air Cleaner	Oil Filter	Vibra. Damper	Cooling System (No Heater) (Qts.)	WHEEL ALIGNMENT: Caster (Degrees)	Camber (Degrees)	Toe-In (In.)	BRAKES: Service	Parking
ALLSTATE 4 Cyl.	100	4L	3 1/8 x 4 1/8	15.63	980@4000	G	3	4	Y	X	N	10.8	+1°-0° Prf.	1/4 to 1°P	5/16 to 1/4	H	RW
ALLSTATE 6 Cyl.	100	6L	3 1/8 x 3 1/2	23.4	800@3800	G	4	5	Y	X	N	10.5	+1°-0° Prf.	1/4 to 1°P	5/16 to 1/4	H	RW
BUICK																	
CADILLAC																	
CHEVROLET																	
CHRYSLER Wind. & DeLuxe	125 1/2	6L	3 7/16 x 4 3/4	28.36	1190@3600	Ch	4	5	OB	Y	Y	15	1 to 3°-2° Prf.	±3/16°	0 to 1/16	H	Ps
CHRYSLER N. Y. & Special	125 1/2	V8L	3 13/16 x 3 1/16	46.51	1800@4000	Ch	5	5	OB	Y	Y	25	1 to 3°-2° Prf.	±3/16°	0 to 1/16	H	Ps
CHRYSLER Custom Imperial	134 1/2	V8L	3 13/16 x 3 5/8	46.51	1800@4000	Ch	5	5	OB	Y	Y	25	1 to 3°-2° Prf.	±3/16°	0 to 1/16	H	Ps
CHRYSLER Crown Imperial	145 1/2	V8L	3 13/16 x 3 5/8	46.51	1800@4000	Ch	5	5	OB	Y	Y	25	1 to 3°-2° Prf.	±3/16°	0 to 1/16	H	Ps
DeSOTO Powermaster	125 1/2	6L	3 7/16 x 4 1/2	28.36	1160@3600	Ch	4	5	OB	Y	Y	15	1 to 3°-2° Prf.	±3/16°	0 to 1/16	H	Ps
DeSOTO Fire Dome	125 1/2	V8L	3 5/8 x 3 11/16	42.05	1600@4400	Ch	5	5	OB	Y	Y	22	1 to 3°-2° Prf.	±3/16°	0 to 1/16	H	Ps
DODGE Meadow. D46	119	6L	3 1/4 x 4 5/8	25.35	1030@3600	Ch	4	5	OB	Y	Y	14	±1°	±3/16°	0 to 1/16	H	Ps
DODGE Meadow. D47	114	6L	3 1/4 x 4 5/8	25.35	1030@3600	Ch	4	5	OB	Y	Y	14	±1°	±3/16°	0 to 1/16	H	Ps
DODGE Coronet D44	119	V8L	3 7/16 x 3 1/4	37.80	1400@4400	Ch	5	5	OB	Y	Y	19	±1°	±3/16°	0 to 1/16	H	Ps
DODGE Coronet D48	114	V8L	3 7/16 x 3 1/4	37.80	1400@4400	Ch	5	5	OB	Y	Y	19	±1°	±3/16°	0 to 1/16	H	Ps
FORD Main. & Customline 6	115	6L	3.56 x 3.60	30.4	1010@3500	Ch	4	4	OB	Y	Y	15	±1/2 to 1°	0 to 1°	1/16 to 1/8	H	RW
FORD Main. & Customline 8	115	V8L	3.19 x 3 3/4	32.5	1100@3800	G	3	4	OB	Y	N	22	±1/2 to 1°	0 to 1°	1/16 to 1/8	H	RW
HUDSON																	
KAISER Man. & DeLuxe	118 1/2	6L	3 5/16 x 4 3/4	26.3	1180@3600	Ch	4	5	OB	Y	Y	12.5	±1°	0 to 3/4°	1/16 to 1/8	H	RW
HENRY J Corsair	100	4L	3 1/8 x 4 3/4	15.63	680@4000	G	3	4	OB	X	N	10.8	1/4 to 1°	1/4 to 1°	3/16 to 1/4	H	RW
HENRY J Corsair DeLuxe	100	6L	3 1/8 x 3 1/2	23.4	800@3800	G	4	5	OB	X	Y	9.5	1/4 to 1°	1/4 to 1°	3/16 to 1/4	H	RW
LINCOLN	123	V8L	3.80 x 3 1/2	46.2	205@4200	Ch	5	5	OB	Y	Y	22.5	0 to 1 1/2°	0 to ±3/4°	3/32 to 5/32	H	RW
MERCURY	118	V8L	3.19 x 4	32.5	125@3800	G	3	4	OB	Y	N	21.5	0 to 1 1/2°	0 to ±3/4°	3/32° to 5/32	H	RW
NASH																	
OLDSMOBILE "98"	124	V8L	3 3/4 x 3 7/16	45	165@3600	Ch	5	5	OB	Y	Y	21.5	0 to 3/4°	-1/4 to 3/4°	1/16° to 1/8	H	RW
OLDSMOBILE Super "88"	120	V8L	3 3/4 x 3 7/16	45	165@3600	Ch	5	5	OB	Y	Y	21.5	0 to 3/4°	-1/4 to 3/4°	1/16° to 1/8	H	RW
OLDSMOBILE DeLuxe "88"	120	V8L	3 3/4 x 3 7/16	45	150@3600	Ch	5	5	OB	Y	N	21.5	0 to 3/4°	-1/4° to 3/4°	1/16 to 1/8	H	RW
PACKARD Clip. & DeLuxe	122	8L	3 1/2 x 4 1/4	39.02	150@4000	Ch	5	7	OB	Y	Y	20.5	-1/2 to 1 1/2°	0 to 3/4°	0 to 1/16	H	RW
PACKARD Mayfair	122	8L	3 1/2 x 4 1/4	39.02	160@3600	Ch	5	7	OB	Y	Y	20.5	-1/2 to 1 1/2°	0 to 3/4°	0 to 1/16	H	RW
PACKARD Cavalier	122	8L	3 1/2 x 4 1/4	39.02	180@4000	Ch	5	7	OB	Y	Y	20.5	-1/2 to 1 1/2°	0 to 3/4°	0 to 1/16	H	RW
PACKARD Pat. & Custom	*	8L	3 1/2 x 4 1/4	39.02	180@4000	Ch	7	7	OB	Y	Y	20.5	-1/2 to 1 1/2°	0 to 3/4°	0 to 1/16	H	RW
PLYMOUTH Cambridge and Cranbrook	114	6L	3 1/4 x 4 5/8	25.35	1000@3600	Ch	4	5	OB	Y	Y	13	±1°	-3/8 to 3/8°	0 to 1/16	H	Ps
PONTIAC Chieftain 6	122	6L	3 9/16 x 4	30.46	1150@3800	Ch	4	5	OB	Y	Y	18.3	±1 1/2°		0 to 1/16	H	RW
PONTIAC Chieftain 8	122	8L	3 5/8 x 3 3/4	36.45	1180@3600	Ch	5	5	OB	Y	Y	19.5	±1 1/2°		0 to 1/16	H	RW
STUDEBAKER																	
WILLYS																	

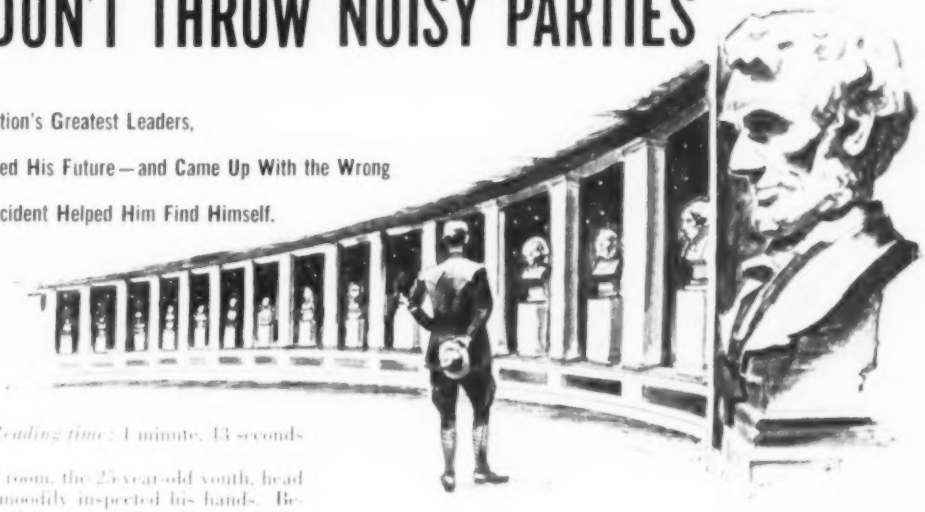
ABBREVIATIONS

* Patrician, 127"; Custom, 149"
Ch—Chain
G—Gear
H—Hydraulic
I—Valve-in-head
L—L-head
N—No
OB—Oil bath
P—Positive
Prf.—Preferred
Ps—Propeller shaft, rear transmission
RW—Rear wheels
X—Optional at extra cost
Y—Yes

A TRUE SUCCESS STORY

STATUES DON'T THROW NOISY PARTIES

Surrounded by the Nation's Greatest Leaders, George Pondered His Future—and Came Up With the Wrong Answer. Then a Tragic Accident Helped Him Find Himself.



Reading time: 1 minute, 13 seconds

In the silent hospital room, the 25-year-old youth, head swathed in bandages, moodily inspected his hands. Beneath layers of gauze, they were stiff and painful, the result of cruel burns. It was 1923.

"As a mechanic, my hands had been my life and future," George says today. "In a second, that was finished. A boiler had exploded in the garage where I was working. Steam scalded my hands and body. For 18 months, I was in bed. I felt pretty sorry for myself."

It's hard to reconcile George today with the brooding boy in the hospital. At 55 he is a vital influence in the town where he operates a very successful Dodge-Plymouth dealership. Only the scar tissue on his hands bridges the years.

Five years before the accident—in 1918—George had joined the army. His natural mechanical ability was quickly recognized. Stationed at New York University he taught recruits automobile maintenance. Teaching at a university was a heady experience for a youth who went to work in a factory after grammar school.

"Our barracks," George recalled, "was in New York's Hall of Fame. It was a peaceful spot. Statues don't throw noisy parties."

At night in the lofty company of Washington, Lincoln, Franklin, and other American greats, George gazed out at New York from the Hall of Fame and contemplated his post-war future. His fortune, he decided, waited for him not in his small home town but in the bustling avenues of New York City.

On discharge, he embarked on his big city career working for an automobile factory branch. But something was wrong. The promise of the city, which seemed so bright at the Hall, dulled. George grew restless for the familiar, friendly surroundings of his home town.

He decided he had made the wrong turn and reluctantly returned home to work in a dealer's garage.

"I was there only a few years when the boiler exploded," George remembered. "I landed in the hospital badly frightened for my future."

Unable to resume his mechanics' trade, George was made a salesman at the dealership.

"I didn't think I would be any good," he said. "I'm not glib. In the early days, salesmen were horse traders. They talked about cars like horses."

But he prospered. "I think people were glad to buy from somebody they trusted. I just tried to be myself."

In two years, his commissions soared so high that he was taken in the business as a partner.

In 1936, he became sole owner of the Dodge-Plymouth dealership—"cars I could sell with confidence."

A civic leader, George has helped his town grow. He has been instrumental in attracting industry, even organized and operated a defense plant during World War II.

"Dealers," he said, "should take an interest in community affairs. Not just attending luncheons. But they should be in the thick of it whenever there is something *to do*.

"After all, no business-man can take his living out of a town and not put anything back."

Write for our free booklet of true stories about enterprising men. Chrysler Corporation, Highland Park 3, Michigan

CHRYSLER CORPORATION PLYMOUTH • DODGE • DE SOTO • CHRYSLER • DODGE JOB-RATED TRUCKS

FINE CARS OF GREAT VALUE

1953 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	TUNE-UP			ELECTRICAL					Battery	FUEL SYSTEM			VALVES		
	Breaker Gap (.0)	Cam Angle (degrees)	Contact Arm Spring Tension ozs.)	Spark Plug Gap (.0)	Ignition Timing	Timing Mark Location	Spark Advance Max. Centrif.	Spark Advance Max. Vac.	Cap. & Ter. Grd.	Carb. Mfgr.	Model No.	Fuel Pressure lbs.	Tappet Clearance Intake (.0)	Tappet Clearance Exhaust (.0)	Intake Valve Opens b or a t. d. c.
ALLSTATE 4 Cyl.	22	25-34	17-21	28-32	5°btc	Cs. P.	24°@3000	22°-15"	100P	Ca	YF	3¾ Max	16	16	5°btc
ALLSTATE 6 Cyl.	22	31-37	17-21	28-32	tdc	V. D.	26°@3000	14°-15"	100P	Ca	YF	4¼ Max.	16	16	5°btc
BUICK															
CADILLAC															
CHEVROLET															
CHRYSLER Wind. & DeLuxe C-60	18-20	39+3°	17-20	35	tdc	V. D.	11°@1425	10°-15"	135P	Ca	E9C1-E9A1	3½-5	8	10	12°btc
CHRYSLER N. Y. & Spec., Cust. Im.	15-18	32-36	17-20	35	4°btc	V. D.	12°@1775	12½°-17"	135P	Ca	WCD-935-S	3½-5	Au	Au	15°btc
CHRYSLER Crown Imperial	15-18	32-36	17-20	35	4°btc	V. D.	12°@1775	12½°-17"	12vP	Ca	WCD-992-S	3½-5	Au	Au	15°btc
DeSOTO Powermaster S-18	18-20	39+3°	17-20	35	2°btc	V. D.	11°@1425	10°-15"	120P	Ca	E9C1	3½-5	14	14	12°btc
DeSOTO Fire Dome S-16	15-18	32-36	17-20	35	4°btc	V. D.	15°@1900	12½°-17"	120P	Ca	BBD-909-S	3½-5	Au	Au	12°btc
DODGE Meadowbrook D46-47	20	39	17-20	35	2°btc	V. D.	9-11°@1425	7-9°-14"	105P	Ca	D6H2	4-5½	10	10	8°btc
DODGE Coronet D44-48	17	32-36	17-20	35	4°btc	Cs. P.	14-16°@1750	10½-12½°-17"	105P	St	WW3-108	4-5½	Au	Au	17°btc
FORD Main. & Customline 6	24-26	35-38	17-20	34-37	tdc	V. D.	None	16°-7-15"	90P	Ho	1904-F	4-5	15	15	13°btc
FORD Main. & Customline 8	14-16	26-28.5	17-20	29-32	2°btc	Cs. P.	None	12½°-5"	90P	Ho	2100	3½-4½	13-15	17-19	5°btc
HUDSON															
KAISER Man. & DeLuxe	22	31-37	17-21	28-32	4°btc	V. D.	20°@3200	12°-15"	100P	Ca	WGD	5	14	14	10°btc
HENRY J Corsair	22	25-34	17-21	28-32	5°btc	Cs. P.	24°@3000	22°-15"	100P	Ca	YF	3¾	16	16	9°btc
HENRY J Corsair DeLuxe	22	31-37	17-21	28-32	tdc	V. D.	26°@3000	14°-15"	100P	Ca	YF	5¼	16	16	5°btc
LINCOLN	14-16	26-28.5	17-20	34-37	3°btc	V. D.	None	17°-5.8"	110P	Ho	2140	3½-4½	Au	Au	18°btc
MERCURY	14-16	26-28.5	17-20	29-32	2°btc	Cs. P.	None	9¾°-5"	100P	Ho	1901-EFC	3½-4½	13-15	17-19	5°btc
NASH															
OLDSMOBILE "98" & Super "88"	16	26-33	19-23	30	2½°btc	Cs. P.	30°@3000	20°-19"	70N	R-Ca	4GC-WCFB	4-5	Au	Au	13°btc
OLDSMOBILE DeLuxe "88"	16	26-33	19-23	30	2½°btc	Cs. P.	30°@3000	20°-19"	70N	Ca	WGD	4-5	Au	Au	13°btc
PACKARD Clip., DeLuxe, May. & Cav.	12½-17	30	17-21	23	6°btc	V. D.	16°@3200	10°-10"	100P	Ca	WGD-784S WGD-928S	4-5	7	10	15°btc
PACKARD Patrician Custom	12½-17	27	17-20	28	6°btc	V. D.	15°@2800	13°-10"	120P	Ca	WCFB-985S	4-5	Au	Au	15°btc
PLYMOUTH Cambr. & Cranbrook	20	39+3°	17-20	35	2°btc	Cs. P.	11°@1425	9°-14"	100P	Ca	D6H2	4-5½	10	14	12°btc
PONTIAC Chieftain 6	22	37	17-20	23-28	tdc	V. D.	23°@3600	24°-20"	100N	Ca	WCD-2016S	4-5.2	11	13	12°btc
PONTIAC Chieftain 8	16	30	19-23	23-28	6°btc	V. D.	22°@3700	22°-20"	100N	Ca	WCD-917SA	4-5.	11	13	5°btc
STUDEBAKER															
WILLYS															

ABBREVIATIONS

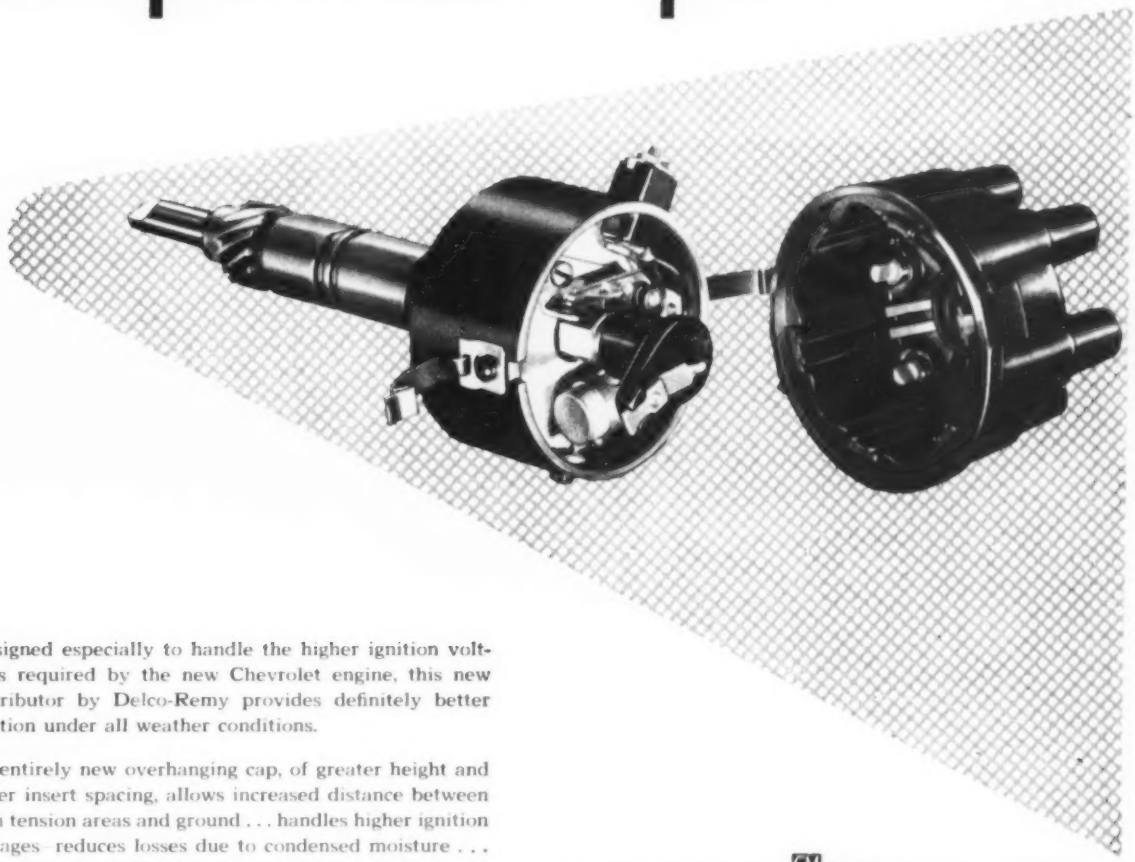
Au—Automatic
btc—Before top center
Ca—Carter
Cs. P.—Crankshaft pulley
Ho—Holley
N—Negative
P—Positive
R—Rochester Products
St.—Strombers
tdc—Top dead center
V. D.—Vibration damper

New DELCO-REMY *Distributor*

for 1953 CHEVROLET features:

New

- All-weather cap design
- High-speed breaker lever
- High-voltage rotor
- Fast-break cam



Designed especially to handle the higher ignition voltages required by the new Chevrolet engine, this new distributor by Delco-Remy provides definitely better ignition under all weather conditions.

An entirely new overhanging cap, of greater height and wider insert spacing, allows increased distance between high tension areas and ground . . . handles higher ignition voltages—reduces losses due to condensed moisture . . . sheds road splash. Further improvements in performance and durability come from the new high-speed breaker lever, new high-voltage rotor and the new high-rate-of-break cam.

This newest high production distributor for Chevrolet—backed by a complete service parts program—is available now through your nearest United Motors distributor. Place your orders early.

A GENERAL MOTORS PRODUCT — A UNITED MOTORS LINE

AVAILABLE THROUGH DISTRIBUTORS EVERYWHERE

DELCO-REMY

Division, General Motors Corporation
Anderson, Indiana

PIONEER MANUFACTURER OF AUTOMOTIVE ELECTRICAL EQUIPMENT

Regulations and News Items Along Federal Row

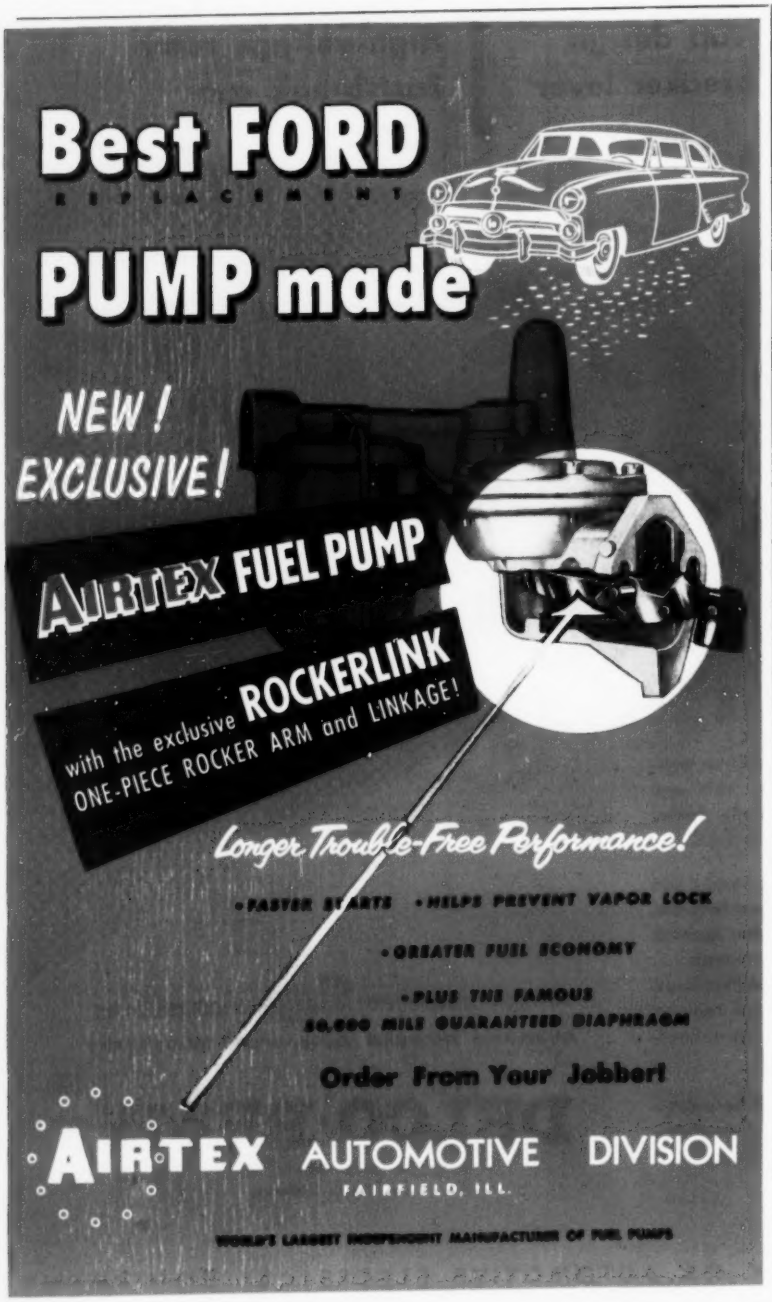
PRICING REBUILT PARTS

New alternative methods for determining ceiling prices on rebuilt and used automotive parts have been announced by the Office of Price Stabilization, effective January 14. They are intended to permit certain sellers to follow their customary pricing practices and are not expected to have any appreciable effect on the level of prices.

Rebuilders of automotive parts who find it impractical to determine ceilings by percentage adjustments applied to the original manufacturers' ceiling prices, as provided for in CPR 139, are authorized to apply to OPS for ceilings determined in their customary manner.

The provision was made for the benefit of rebuilders who may modify rebuilt parts by substituting or adding components not provided by the original manufacturer. Such rebuilders frequently establish their selling prices on the basis of cost and mark-up, rather than on a percentage relationship to the original cost.

Sellers of used automobile parts who customarily have priced other than by percentage adjustments applied to the original manufacturers' prices may apply to OPS for approval of their price-determining methods.



MAKING CAR ANTENNAS

Removal of automobile antennas from the civilian-type items list paves the way for larger allocations of controlled materials to makers, the National Production Authority has announced. The action was necessary to avert a growing shortage of antennas to meet heavy replacement demand, NPA officials said.

AC Spark Plug Sets New Sales Record

SALES of AC Spark Plug Division of General Motors during 1952 were the highest in the company's 44-year history, George Mann, Jr., general manager, reported.

Mann said 1,000 persons have been added to the company's payrolls in the last three months, bringing employment to 16,000, highest since World War II. He predicted an intensively active year for the automotive parts and accessory business in 1953.

Rannells Named in N. C.

E. B. Rannells, Jr., Stevens Motor Co., has been elected president of the Winston-Salem (N. C.) Automobile and Truck Dealers Association. W. E. Shore is vice-president and Matt Howell is secretary-treasurer. Directors include R. G. Bowen, J. H. Miller, J. R. West and R. E. L. Morefield, Jr.

MORE CUSTOMER SATISFACTION
... MORE VOLUME ... FASTER JOBS

...all in one package

"For prompt service and complete customer satisfaction, I always use MoPar Service Packages. When I get all the parts needed for a job in one Package, I don't have to waste time shopping around, hunting for parts. And I'm always sure that every job will be right . . . because MoPar parts are engineered especially for Plymouth, Dodge, De Soto, and Chrysler cars and Dodge "*Job-Rated*" trucks."

* * *

Take advantage now of this easy way to insure service jobs that are right, that save time, and that build customer good will . . . always specify MoPar Service Packages.

You can get MoPar parts from any Plymouth, Dodge, De Soto, or Chrysler dealer and from many general service and repair shops.

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PLYMOUTH · DODGE · DE SOTO · CHRYSLER
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PARTS
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Display The MoPar Sign to let people know you recommend and install MoPar parts. For complete details, write Chrysler Corporation, Parts Division, Advertising Dept., Detroit 31, Michigan.

Readers are invited to contribute to— SHOP TALK

A column of informal comments about the automotive trade and its problems.

TALK ABOUT INSTRUMENTS

Birmingham, Ala.

Gentlemen:

The article by Technical Editor Lowery on hot-spray painting was very good, but what I think would be even better would be to give some more data on instrument panels of current models — such as removal and replacement of 1951 Nash heater switch, replacement of heat control valve on 1949 Pontiac, quick service on windshield wipers and similar items.

The other day, for example, a customer came in with the complaint that the dome light on his 1949 Nash Ambassador would not go off. When I looked at the wiring diagram for that model, I failed to notice the extra switch on the bottom of the panel, which the customer had somehow knocked on with his knee. He didn't even know it was there.

So I'd like for Mr. Lowery to help us mechanics with data and pictures on servicing instruments, switches and other items that vary with different models.

BURDETT GARAGE

"EVERY SECOND OF EVERY DAY SOMEBODY SELLS 5 LAMP BULBS"

Okay, figure it out yourself. There are 31,536,000 seconds in a year, not counting Leap Year. In round numbers 171,000,000 Sealed Beams and other lamps are sold for automotive replacement. That's 5 per second — a terrific market that's getting terrifikker every day.

Total replacement sales in the United States are $75 million a year.

Every car on the road offers 18 or more opportunities for replacement bulb sales. The more complete the line you carry, the more you'll sell. Tung-Sol offers you a bulb for every use on every car, bus and truck on the road.

FLASHERS, TOO! Flashers seldom need replacement, but you should carry some for repair and reconditioning jobs.

Sell the bulbs and flashers that most car manufacturers use for original equipment — TUNG-SOL!

Tung-Sol AUTO LAMPS

TUNG-SOL ELECTRIC INC., NEWARK 4, N. J.

Sales Offices: Atlanta, Chicago, Culver City, Dallas, Denver, Detroit, Newark, Philadelphia

TUNG-SOL makes: All-Glass Sealed Beam Lamps, Miniature Lamps, Signal Flashers, Picture Tubes, Radio, TV and Special Purpose Electron Tubes

FREE FOR YOU!

Paducah, Ky.

Gentlemen:

Please send us six copies of your excellent article, "How Much Government Shall We Hire?"

J. A. LYNE,
Anthony Truck Co.

Glad to shoot them to you. We're happy to mail out several reprints of any of this series of articles to readers. The latest appears on pages 58 and 59 of this issue.

A WINTER ORCHID

Kansas City, Mo.

Dear Sir:

Recently I had the opportunity and privilege of reading your November, 1952, issue of SOUTHERN AUTOMOTIVE JOURNAL. I was certainly very much impressed with it. That is really a wonderful magazine for any of us fellows that are making our living working in the automotive field. My particular work is almost all on passenger cars.

L. W. DIERKING,
3700½ East 31st St.

WORSE LATE THAN—

Car factories are constantly pushing their dealers toward a "streamlined" operation to meet

NEW MANLEY PD-3

ELECTRIC POWER DRIVE

another ACCO product

• It's new and exclusive with MANLEY—the PD-3 Electric Power Drive for MANLEY WC-3 and WCJ-3 wrecking cranes. It can be bought as a separate unit for installation on any MANLEY WC-3 or WCJ-3 Wrecking Crane in the field . . . or, it can be installed at our factory on new cranes. The PD-3 makes a safe, easy one-man job of tough hoisting operations.

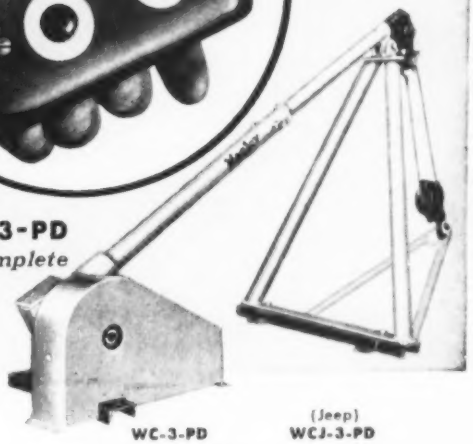
• The PD-3 consists of a sturdy, compact power drive unit with a remote, movable push-button station. Operator has finger-tip control of electrically-operated crane for loads up to 2 tons. He can raise, lower, or hold load—from any spot.

• No power take-off required. ¾ horsepower electric motor is powered by truck's 6-volt battery. Crane switch is wired in series with ignition switch to keep motor drive "dead" except when operated by authorized personnel.

• Power drive unit is completely enclosed. All gears run in oil, assuring quiet operation and maximum service life. Entire assembly takes little room. Crane can be folded back to give more hauling space.

• The MANLEY WC-3-PD complete Wrecking Crane with Electric Power Drive mounts on any open truck. It's a money-maker because it saves time and labor on every wrecking job. Send coupon today for additional information.

WC-3-PD
complete



	WC-3-PD	(Jeep) WCJ-3-PD
Width	37"	
Length	80⅛"	
Height	54"	54"
Weight	355 lbs.	350 lbs.
Clearance, floor space	37" wide x 62" long	35" wide x 36 long
Cable length	35'	35'

MAIL TODAY

MANLEY DIVISION, SAJ
AMERICAN CHAIN & CABLE,
YORK, PA.

Please send Bulletin **DH-397** on NEW MANLEY PD-3 Electric Power Drive for WC-3 and WCJ-3 Wrecking Cranes.

Name

Address

Town **State**

ACCO York, Pa., Chicago, New York, Portland, San Francisco, Bridgeport, Conn.

MANLEY DIVISION
AMERICAN CHAIN & CABLE

The Best Equipped Shop Gets the Profitable Business

the market looming ahead.

A Charleston, S. C., dealer dumped on his desk—for the amusement anew of himself and of an SAJ editor—the contents from a big box containing factory-addressed invitations for local residents to attend the new-model showing. The invitations were neat, well-designed and attractive in every way. It happened that they arrived about a month after the initial showing date.

Can't you imagine the "fun" the factory rep. is going to have the next time he sticks his head in that dealer's office?

LIKES THE WRITE-UP

Bowling Green, Ky.

Dear Sir:

I have read the article in your December issue, "Sales Doubled in Two Years in New Building," and feel most grateful for such a nice write-up of our firm. The picture and building plan are well presented and the article is clearly and logically written, stressing points we consider important and convenient.

There have been a number of people that have read this article and looked me up to tell me they liked it. Naturally I am pleased with their comments. I certainly appreciate the space you have given us in SAJ and hope that this article will inspire some other person to build a garage designed for greater efficiency.

O. L. KIRK,
Kirk's Auto Electric, Inc.

BAD ODORS ADIEU

Charleston, W. Va.

Gentlemen:

We are very much interested in the article in your January issue relative to "Eliminating Bad Odors from Damaged Cars." We will appreciate receiving the name and address of the manufacturer of this material and equipment.

C. V. RODES,
President,
Capitol City Body Works, Inc.

The manufacturer is Airkem, Inc., 241 East 44th St., New York 17, N. Y.

FILL 'ER UP!

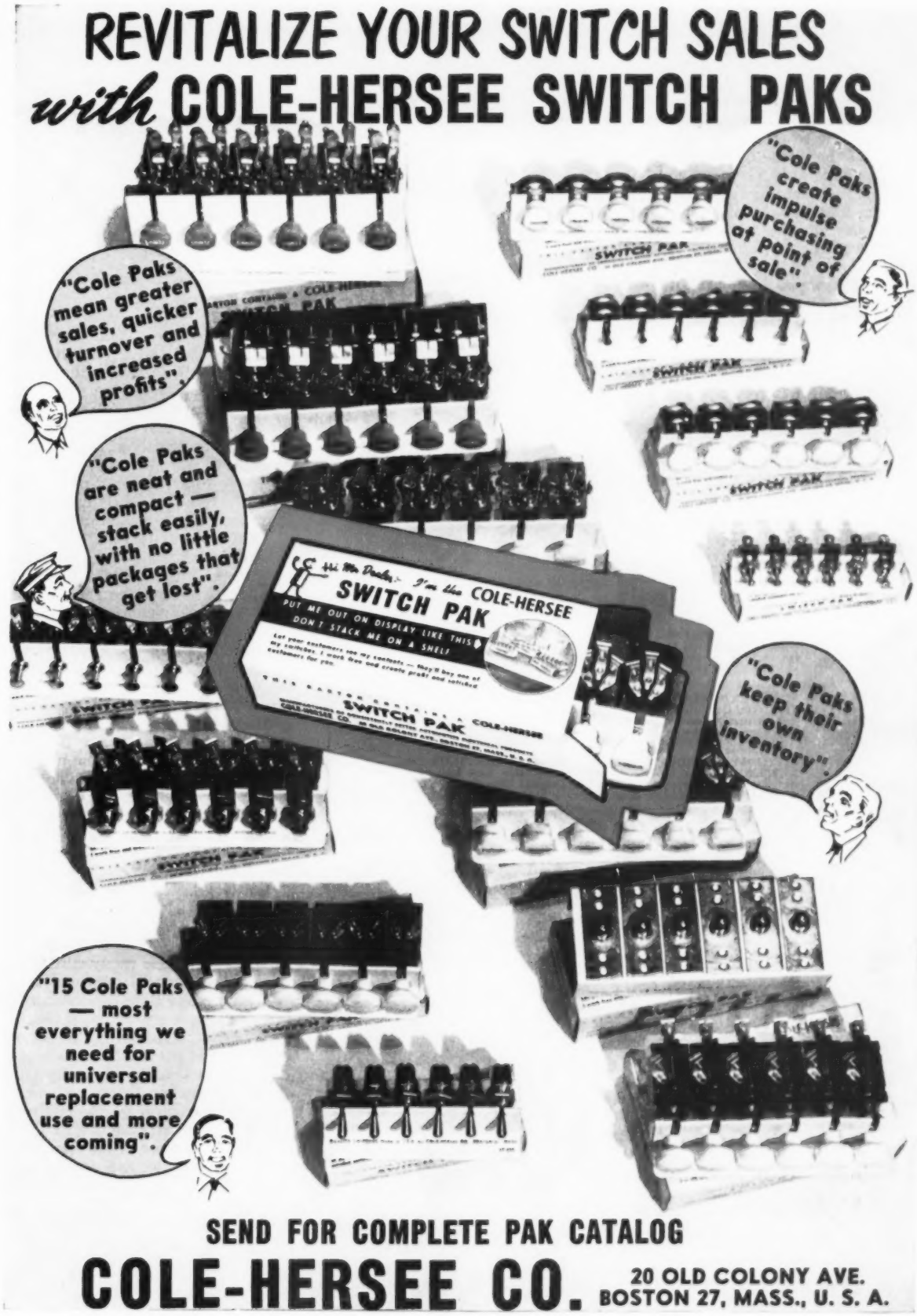
It's not often that the contents of the gasoline tank figure in a trade-in deal, but to John Wells, an itinerant painter of Nauvoo, Ill., they were pretty important in buying a new truck. For three years Wells had dropped coins into the gas tank of his old truck for "safe-keeping" toward a payment on a new truck.

When the tank on the old truck was removed, out came 854 coins amounting to $427. He made a deal with Hayworth Motor Co., Mt. Pleasant, Ia.

Willys Production Rises 35 Per Cent in 1952

PRODUCTION of cars and trucks by Willys-Overland Motors, Inc., increased 35 per cent for the calendar year 1952, President Ward M. Canaday announced last month.

The output of 168,216 vehicles was the highest figure in 22 years. Production for 1951 was 125,041 units. About two-thirds of the 1952 output was civilian vehicles and the remainder was Jeeps for the Armed Forces.


REVITALIZE YOUR SWITCH SALES
with COLE-HERSEE SWITCH PAKS
"Cole Paks mean greater sales, quicker turnover and increased profits".
"Cole Paks are neat and compact — stack easily, with no little packages that get lost".
"Cole Paks create impulse purchasing at point of sale".
"Cole Paks keep their own inventory".
"15 Cole Paks — most everything we need for universal replacement use and more coming".
SWITCH PAK
Hi Mr. Dealer: I'm the COLE-HERSEE
SWITCH PAK
PUT ME OUT ON DISPLAY LIKE THIS
DON'T STACK ME ON A SHELF
SEND FOR COMPLETE PAK CATALOG
COLE-HERSEE CO.
20 OLD COLONY AVE.
BOSTON 27, MASS., U. S. A.

Dear Bill,

Every so often one of our customers gets interested in whether our mechanics are "speed merchants" and "flat-raters" or if they are good craftsmen. It seems inconceivable to them that a good job could be turned out rapidly without being slighted.

About the best answer for their question that we've found is to let them observe one of our good mechanics run through a job. When they see that all rules of good shop practice are observed by a man who saves time through economy of motion, intelligent grouping of tools and equipment, and generally intelligent handling of his job, it is usually enough to convince them that good workmanship isn't necessarily a slow-motion procedure.

On the other hand, a mechanic can be a regular whirlwind to all appearances and wear himself out in a frenzy of action and take half again the time doing the same job.

Experience has taught us it is cheaper in the long run to have a duplicate jack, cleaner or tool idle occasionally than to have one or two mechanics idle while waiting their turn to use the always-busy equipment. And we've seen the profit on parts used in a job slowly drained away while the mechanic stands around waiting for the partsman to pick them for him or for them to be run in from the jobber.

When a mechanic has the equipment at hand for his job, and uses it in the sequence that saves time on the job—so parts may be cleaning or drums are being turned, for instance, while other work is under way—and parts are ordered from the parts room so they can be assembled and made ready while the mechanic is still working, he's bound to make time. It's certainly not to the interest of the management to place stumbling blocks of delay in his path. And if he's operating efficiently, practically any customer can see that good workmanship can indeed be pushed along by this efficiency.

Looks like some of our new cars are moving into the foreign-car voltage range with a 12-volt jolt for the electrical system. Still a little lighter than our military 24-volt systems in use these days. The engineers tell us we may expect more vehicles moving up to 12-volt systems in the future, since they can get the needed ignition

Stant EVRSEAL Caps *ready* for the new 1953 cars

These new Stant EVRSEAL Caps were developed in cooperation with the automotive industry to prevent the use of *non-vented* caps on their cars requiring *vented* caps and to prevent the use of regular *vented* caps on cars requiring *non-vented* caps. They are *approved and used as original equipment!*

G-32

FITS 1953 CHEVROLET G-32 EVRSEAL Special Fenderwell Type Gas Cap . . . heavy steel construction . . . zinc coated to prevent rust. Stant Original "Floating Seal." Fits 1953 Chevrolet *outside cam type* filler neck only.

G-31

FITS 1953 FORD G-31 EVRSEAL Special Non-Vented Fenderwell Type Gas Cap . . . heavy steel construction . . . zinc coated to prevent rust. Stant Original "Floating Seal." Fits 1953 Fords having *deep cam type* filler neck.

G-22

FITS 1953 PLYMOUTH, DODGE, DE SOTO, CHRYSLER G-22 EVRSEAL Special Deep Cam *Non-Vented* Gas Cap has stainless steel shell . . . highly polished. Stant Original "Floating Seal." Fits these 1953 makes having *deep cam type* filler neck.

new DUAL-LOC Locking Gas Caps

G-52

All DUAL-LOC and EVRLOC Locking Gas Caps are equipped with the Stant Original "Floating Seal" and high grade five tumbler cylinder lock. G-52 fits 1953 Chevrolet only . . . with *outside cam type* filler neck. High pressure zinc die casting . . . highly polished . . . chrome plated. Self-closing, positive-sealing, stainless steel keyhole cover.

G-53

G-53 fits 1953 Ford, Plymouth, Dodge, De Soto, Chrysler having new *deep cam type* filler necks. Snap-up snap-down stainless steel keyhole cover. Stainless steel cap body.

G-70 G-75

New EVRLOC Locking Caps

G-70 and G-75 EVRLOC Stainless Steel Positive Locking Caps fit all cars having standard "A" and "B" size filler necks.

Write for catalog pages and prices, *naming your jobber*, please.

STANT MANUFACTURING CO., INC.
Connersville, Indiana

STANT
RADIATOR • GAS • OIL
CAPS

Used on America's Finest Automobiles as Standard Equipment

HUDSON SUPER JET SIX-PASSENGER, FOUR-DOOR SEDAN

A complete line of cars gives Hudson dealers a 94% coverage of the entire American new-car market!

HUDSON HORNET

Upper-medium-price field

HUDSON WASP

Medium-price field

HUDSON JET

Low-price field

THE WONDERFUL new Hudson Jet is a new *kind* of car—in the low-price field, yet with performance, luxury and safety comparable only to that of the fabulous Hudson Hornet! Hudson Jets are in production, and shipments to Hudson dealers are under way.

Hudson dealers now have the only auto franchise that offers a 94% coverage of the new-car market: The fabulous Hudson Hornet, national stock-car champion, in the upper-medium price field; the spectacular Hudson Wasp in the medium-price field; and the wonderful Hudson Jet in the low-price field.

If you are looking for a sound business opportunity, it will pay you to look into the Hudson franchise. For complete information on one of the brightest futures in which you could invest, send in the coupon below, today.

Standard trim and other specifications and accessories subject to change without notice.

C. A. J. Hadley, Sales Manager
Hudson Motor Car Company
Detroit 15, Michigan

Send me complete information on the Hudson dealer franchise and advance details on the new wonder car. I understand that all such information is to be confidential.

Name _____

Address _____

City & State _____

Business _____ Position _____

efficiency for the super-duper power plants which make demands far in excess of the engines we've had in the past.

With new, higher voltage electrical systems, automatic drives, power steering and one thing and another, the mechanic has to keep learning all the time. Can't settle back on his experience of even the near-past these days. Always something new.

Wasn't so long ago that we were worrying about the bleak possibility of improvements making the cars so fool-proof that they wouldn't require enough service to keep us busy. Guess we'll be safe to encourage the young fry to take wrench in hand for their careers without fear of their running out of work in the next few years.

Yrs,
Ed.

Records Plug Leaks

(Continued from page 71)

amount of sale. The current balance appears on both the customer's itemized receipt and my ledger card.

When the customer pays his bill in part or full, the ledger account card is taken from the file, inserted into the register which posts the amount to his account. A receipt is issued to the customer simultaneously showing the amount paid.

At the end of the day, totals for the various classifications are entered on a summary sheet. By deducting what has been received on account from what is still outstanding, I know precisely where my accounts receivable stand every day.

But the machine does more than this. In many cases this up-to-the-minute posting has cut down my billing at the end of the month. Very often a customer walks in here with a bank check clipped to the last register sales receipt he got from me.

The greatest boon of the register is the control I now have over my 230 charge accounts—and that's where my hidden shortages and lost profits have come to light, I have found.

Gives Complete Picture

What I like is the complete picture I can get of my business at any time of the day. I now know what my total outstanding accounts amount to, what my repair volume is and whether it is climbing.

By turning back the pages in my daily take-off book, I can see how labor sales volume compares with a month back or three months back.

One of the satisfactions of a complete register system is the neatness and legibility of the printed record.

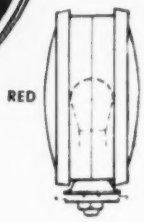
Since installing the register I introduced a plan of free motor tune-ups and free alignment check-ups that I announce at the bottom of the cash-register receipt with these words: *"These receipts are valuable! Ask us why."*

We give a free motor tune-up for $25 worth of receipts, and a wheel-alignment check-up for $50 worth of sales tickets. We unfailingly call this to the customer's attention as he gets his receipt. Result? Last month 29 new faces appeared to buy our products and services and accumulate our receipts. This meant over $400 worth of new business.

This is just one more by-product of our new and complete cash-register system.

THE Anthes LINE

No. 1422
Double-Face



No. 1423
Flush

No. 1421
Single Face

DO YOURSELF A GOOD TURN!

Equip with Anthes TRUK-TURN signals
Class A — Type I

You can get the new Anthes TRUK-TURN signals singly or in a variety of set combinations (with manual or self-cancelling switch)—to suit all needs. Like all Anthes Safety Products, these signals are designed and made to deliver dependable Anthes Service for a long time. Brilliant day and night lenses distribute the power of a single bulb—without reflectors. A neat, compact unit. Write for helpful buying information. Anthes Force Oiler Co., Fort Madison, Iowa.

Anthes THE FIRST LINE OF SAFETY

. . . and proud to serve the safest drivers on the road!

Make Shop Fire-Safe

(Continued from page 63)

portions in a matter of seconds. Serious damage may be prevented if an extinguisher is used instantly by a person thoroughly familiar with its operation. The time to learn how to use an extinguisher is *before* a fire occurs. Have you and your employees had proper instructions along these lines?

Fires in service shops and allied automotive services usually start quickly and sometimes burn furiously. Putting out these fires before they grow to uncontrolled proportions requires good fire-fighting equipment and trained men. Since fire strikes without warning, it is essential that your fire control equipment be ready for immediate use at all times.

Many service establishments are following the lead of larger industries by setting up fire brigades within their ranks. Trained to remove basic hazards, safeguard dangerous processes and familiar with the proper use and care of control equipment, a fire brigade may well save your business from complete destruction at the hands of fire.

Check Electrical System

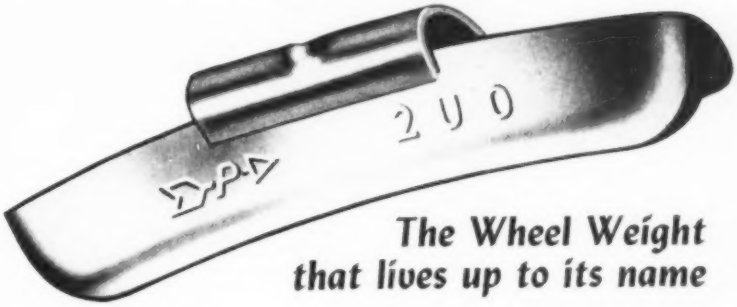
The electrical short circuit in the vehicle being stored or repaired is high on the list of fire-starters in the automotive field. It is often difficult to detect defective wiring, but once a trouble spot is found it should be remedied immediately. If fire is to be averted, loose connections, wiring stripped of insulation and dry, brittle conduits require fast service.

Defective heating apparatus accounts for a large number of fires in automotive shops. Keep your furnace in good condition by calling in a qualified heating expert, preferably prior to "firing" the equipment for the winter season. Keep a constant check on flues, ducts, chimneys and pipes for rust spots and similar defects. Keep metal containers on hand to hold ashes.

A variety of hazardous operations, equipment and materials enters into efficient automotive maintenance. Those operators who recognize the fact that their business is especially susceptible to fire and take steps to meet the threat are seldom on the local fire department's calling list!

...Where
BALANCE
is needed!

PERFECT®
WHEEL WEIGHTS



The Wheel Weight that lives up to its name

● "U" TYPE
A favorite in the industry. Fits ALL rims having factory trim rings except late model Cadillacs.

● "C" TYPE
The "C" type weight (new style) in six sizes will give most satisfactory results on passenger cars with "K" or "L" type rims.

● "SPECIAL" TYPE
Made for late model Cadillacs with hub caps covering entire wheel, except 1951 model for which "C" type weight is recommended. 6 sizes.

PERFECT EQUIPMENT CORP.
804 W. Morgan St. KOKOMO IND. P.O. Box 706

Manufacturers of Wheel Weights for Trucks and Passenger Cars

Adjusting the Tops

(Continued from page 86)

"C", where retainer, gasket and side roof rail are joined. Apply a sufficient amount of compound to weatherseal along this entire area.

Bel Air style:

1.—Remove the side roof rail weatherstrip "A" from its metal retainer "B". This weatherstrip extends only over the door opening and is anchored at each end by two external screws which must first be removed before releasing weatherstrip from retainer.

2.—For "in and out" or lateral adjustment of the weatherstrip:

a. Loosen the screws securing the weatherstrip retainer to the side roof rail.

b. Shift weatherstrip retainer and gasket "in" or "out" as required, then tighten screws.

Note: The attaching screw holes may be elongated if necessary.

3.—For a "downward" adjustment of the side roof rail weatherstrip:

a. Loosen the screws holding weatherstrip retainer to side roof rail.

b. Insert waterproof shims between weatherstrip retainer and side roof rail at "C", then tighten screws. The entire length or only certain portions of the retainer can be shimmed as needed.

4.—Install weatherstrip in retainer and check alignment with door glass and ventilator frame. The holes for the two weatherstrip end attaching screws may be relocated if necessary.

5.—Work a bead of caulking compound into the crevice along the outside base of the side roof rail weatherstrip retainer at "C", where retainer, gasket and side roof rail are joined. Apply a sufficient amount of compound to weatherseal along this entire area.

Front end side rail weatherstrip adjustments (Fig. 7):

The front end side roof rail weatherstrip "A" forms a continuation of the side roof rail weatherstrip on both convertible and Bel Air body styles. On the Bel Air style, these two sections are vulcanized together at the upper front corner to form a single unit. Adjustments of the front end side rail weatherstrip are basically the same as those described previously for the side roof rail weatherstrip. "In and out" adjustment is available through the slotted attaching screw holes of retainer "B", as shown in Fig. 7, while a "rearward" adjustment can be obtained by shimming between the retainer and the windshield pillar.

After any service adjustment, this assembly should be resealed by applying caulking compound at (1) just outside the retainer attaching screw holes and along the full length of the gasket which is cemented to the retainer. The lower end of the weatherstrip, which protrudes beyond the retainer, should be cemented to the pillar with weatherstrip adhesive as indicated at (2).

To improve the weathersealing along the side roof rail, the door, quarter window and vent glasses, it may be necessary to adjust these items in addition to the top.

These adjustments will be covered at a later date.

Fruehauf Builds Branch

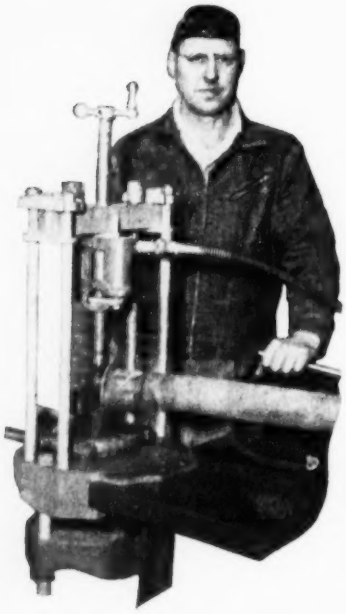
New facilities for its Jacksonville, Fla., branch are now being constructed by Fruehauf Trailer Co. on U. S. Route 1, one mile south of the city.

A TIP FROM *Elmer Lee*

"The OTC HYDRAULIC RAM and PRESS are the best buy I've ever made"

OTC CENTER HOLE HYDRAULIC PULLER

Makes Tough Jobs Easy



Elmer Lee owns a small garage. Does all types of automotive repair.

"I use the press every day for removing and installing gears, bearings, bushings, pins—I'm amazed at how often I use it.

"I do work on all makes of cars, trucks and tractors," says Elmer, "and the 17½ ton bench press and Power-Twin ram are the handiest, most versatile tools I've ever owned . . . couldn't have built one as well or as inexpensively myself."

You, too, can pull 95% of your jobs easily, quickly and without damage to expensive parts. OTC Power-Twin ram eliminates torque, reduces friction—use as portable puller or with open throat pedestal or bench press.

Famous OTC Center-Hole Ram . . . permits easy adjustment to the work and interchange from push-puller to sleeve puller to bench press . . . a portable power unit.

17½, 30 and 50 TON SIZES

POWER-TWIN has these advantages:

• Compact • Light • Universal
• Versatile • Portable • Powerful
• Interchangeable • Inexpensive

WRITE FOR FREE FOLDER

OWATONNA TOOL COMPANY
306 CEDAR STREET • OWATONNA, MINNESOTA

Put customers HERE . . . and add profit

WHEN YOU SELL CARS you'll make extra commissions by selling the E-Z-Eye option.

WHEN YOU REPLACE GLASS you'll turn routine jobs into extra profit by selling E-Z-Eye.

E-Z-Eye *shaded* windshields, made by Libbey•Owens•Ford, have a darker blue-green band at the top that takes the squint out of driving. Your customers are reading about it in TIME, The Saturday Evening Post, Collier's, The New Yorker—already over half a million owners have bought it.

E-Z-Eye Safety *Plate* Glass is made with a special glass formula. It is available with a shaded band for windshields, and unshaded for side and back windows. The use of E-Z-Eye all around increases driver and passenger comfort because it reduces glare. It also excludes at least half of the heat rays of the sun which regular glass admits. It is available in all General Motors cars.

Do your customers and yourself a favor . . . sell E-Z-Eye Safety *Plate* Glass to your prospects.

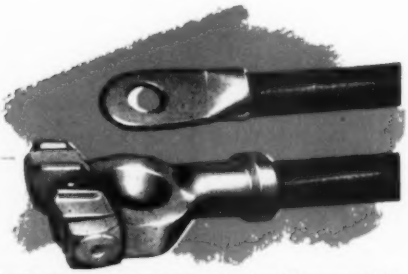
Libbey·Owens·Ford Glass Co. • Toledo 3, Ohio

E-Z-EYE SAFETY PLATE

WITH THE SHADED WINDSHIELD

Reduces glare and heat
Less Eyestrain—More Comfort

Build up your business with the "BIG 3" in the cable field!

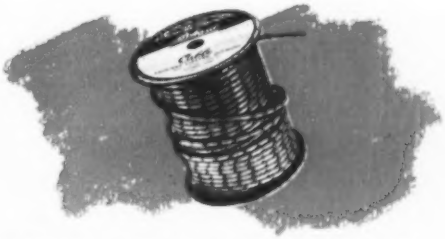


That's right—today, Packard is the preferred cable in the automotive industry—preferred by automotive engineers for original equipment on cars, trucks, buses and tractors—preferred by vehicle owners and repair shops for replacement service—preferred by jobbers and dealers for its wide *acceptance* and quick *turnover.*

PACKARD BATTERY CABLE—*Packard battery cables are used as original equipment on more cars, trucks, buses and tractors than cables of any other make. Packard battery cables are full size, full weight . . . are available with* **LEADALLOY** *terminals or leaded brass terminals. Both types are packaged in individual cartons—both deliver top performance—both have acceptance, everywhere.*

FOREMOST BUILDER OF AUTOMOTIVE AND

PACKARD IGNITION CABLE—*Long considered the standard of the automotive industry, Packard high-tension cable is original equipment on more cars, trucks, buses and tractors than any other cable. Packard* **FOUR-FORTY** *and Packard* **LAC-KARD** *ignition cables are designed to deliver balanced performance in every application. For dependability on the job, choose Packard!*



PACKARD LOW-TENSION CABLE—*As with Packard's two other products, Packard low-tension cable is used as original equipment on more cars, trucks, buses and tractors than cable of any other make. Packard's* **249 COMPOUND** *insulation, by every laboratory test and by the test of long, hard usage in the field, has exceptional resistance to heat, oil, chemicals and abrasion.*

AVIATION WIRING

GM GENERAL MOTORS

Packard

REG. U.S. PAT. OFF. TRADE MARK

Packard Electric Division
General Motors Corporation
Warren, Ohio

Keep Up To Date.
Send In The Card For . . .

- more information about NEW PRODUCTS on following pages
- copies of these new FREE CATALOGS AND BULLETINS

103 **FOUR-PURPOSE AUTOMOTIVE CLEANER**—12-page booklet on Oakite Penetrant describes safe, economical way to (1) degrease engine parts, blocks, transmission and differential parts; (2) clean radiators and water jackets; (3) steam detergent method of cleaning chassis, motors, underparts; (4) clean floors, grease pits, areas around lifts — all with one four-purpose cleaning material. Oakite Products, Inc., 52F Rector St., New York, N. Y.

105 **WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN**. Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

107 **HOW PYROIL PROTECTS**—a pamphlet describing in detail the way in which Pyroil protects the moving parts of engines. Pyroil Co., 122 Main St., La Crosse, Wis.

108 **ATTRACTIVE FOUR PAGE FOLDER** showing specifications for several models of Oakite solution—lifting steam guns. Includes all purpose, heavy duty with high pressure air or steam. Oakite Products, Inc., 52F Rector St., New York, N. Y.

109 **AMMCO HONING, ENGINE REBUILDING, AND SERVICE TOOLS AND EQUIPMENT**—Catalogs describing the Ammco line of Wet and Dry Pin Fitting Honing Machines, Brake Shoe Grinders, Brake Drum Lathes, Brake Shoe Setting Gages, Brake Drum Micrometers, Brake Cylinder Hones, Con-Rod Aligners, Main and Camshaft Bearing Boring Machines, Ridge Reamers, Cylinder Hones, Surfacing Hones, Torque Wrenches, Small Bore Hones, Tappet and Rocker Arm Grnders and other tools. Ammco Tools, Inc., 2110 Commonwealth Ave., North Chicago, Illinois.

110 **THE PERFECT CROWN**—Earle Estes Mfg. Co. is offering a 4 page booklet in color illustrating and describing how the CROWN original valve pad SILENCES clicking noise and LUBRICATES rocker arms in all valve in head engines. Earle Estes Mfg. Co., Union City, Ga.

111 **SELECTION GUIDE OF SPECIALIZED LUBRICATION TOOLS**—Set up in chart form covering 19 makes of cars and 8 specialized tools. Especially helpful to inexperienced operator, making it practically impossible to select the wrong gun or accessory for any given operation. Also has chassis drawing pointing out every part named. Form No. 38-808. Alemite Div., Stewart-Warner Corp., 1826 Diversey Parkway, Chicago 14, Illinois.

112 **CONTOUR SPACER RING**—Descriptive literature and specifications on the new Accurate contour spacer ring, castor shims and the no-slip wheel weights. Accurate Weight Mfg. Co., P. O. Box 1063, Americus, Ga.

113 **FEATHERTOUCH**—colorful catalog sheets showing, with complete specifications, the "Feathertouch" valve-seat grinders, "Intheblok" valve grinder, Universal Press and many other Winona products. Winona Tool Mfg. Co., Winona, Minn.

115 **THREE SERVICE MANUALS** covering service operations on International Trucks, Diamond T trucks, and Four Wheel Drive Trucks. Illustrates tools in action. Owatonna Tool Co., 334 Cedar St., Owatonna, Minn.

117 **SCHWAIGER'S NEW CLAMP LOCK NUT** will hold like welded on old worn-out threads. It has been tested to stand 50 tons pressure. Can be removed without injury to threads and used over and over. You can get exact adjustment to bearing since no key is needed. Tapered thread locks the nut. Schwaiger Mfg. Co., P. O. Box 154, Cullman, Ala.

119 **RAMCO SERVICE MANUAL**—5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

120 **SAMPLE FABRIC BOOK**—of the Horco plastic coated fabrics for custom seat covers. Waterproof, stainproof and flame resistant, they are available in wide variety of colors. Hodgeman Rubber Co., Framington, Mass.

121 **"ARCWELL"** restored crankshafts are guaranteed against defective workmanship, to be within mfrs standard specifications, properly aligned and balanced, to never flake, loosen or part from parent metal. Write for 8 page folder giving complete details. Standard Crankshaft & Hydraulic Co., Inc., 2917 Rozzells Ferry Rd., Charlotte, N. C.

122 **INSTRUCTION BOOK** and technical data on automotive wheel alignment, frame straightening, wheel straightennig, and wheel balancing. Other books and pamphlets available on tire conservation methods and steering adjustments. Bear Manufacturing Company, 20-35th Ave., Rock Island, Ill.

123 **PERMATEX TOON-OYL** is a scientifically developed product. It is a combination engine-carbon solvent, sludge preventative and film pressure-resistant. Its use produces smooth engine operation and gives protection against the formation of acid sludge and film breakdown. Permatex Co., 1720 Avenue Y, Brooklyn, N. Y.

124 **McCORD RADIATOR-CORE CATALOG**—Replacement radiator cores for popular cars, trucks and tractors are listed in alphabetical order, along with a size chart showing dimensions of McCord cores. It also lists complete radiators for Ford and Chevrolet. McCord Corp., 2587 E. Grand Blvd., Detroit 11, Mich.

125 **STANDARD DUTY GENERATOR REGULATORS** — A 16-page 8½ x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (62 pictures) Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

126 **REFINISHING SPECIFICATIONS** — The Andrew Brown Co. has made available their 30 page booklet on refinishing, contains 4 sections, (1) Trouble Shooting—showing cause, remedy and prevention of many troubles, in chart form. (2) Table of Quantities. (3) Methods and Products. (4) Mixing and Matching. It is an excellent, well planned book with much helpful information. Andrew Brown Co., 5431 S. District Blvd., Los Angeles, California.

127 **HYDRAULIC BRAKE FLUID SERVICE — HOW TO CHECK, DRAIN, FLUSH, REFILL, BLEED** — Easy reference book that contains helpful service instructions as well as detailed descriptions and illustrations of the latest methods and procedures for profitably servicing hydraulic braking systems. Send for Bulletin HU-171, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

130 **SUCCESS** stories and complete fully guaranteed Holt Piston Seal. Increases YOUR PROFITS and gives great satisfaction to customers who can't afford a ring job. The Treglown Co., Inc. Fanwood, N. J.

131 **BURD HANDY HANDBOOK FOR MECHANICS** .— Information on piston ring installation; also "No Job for a Dub" for distribution by garages to their customers. Burd Piston Ring Co., Rockford, Ill.

132 **AUTOMOTIVE SERVICE GUIDE**—a practical & factual presentation of the use of Impactools in automotive servicing. Contains time study reports showing how dealers & shops can increase profits for both themselves and their mechanics. Auto service guide for Chevrolet & Ford now available. Ingersoll Rand Co., Phillipsburg, New Jersey.

134 **STREAMLINER CATALOGS** on Moog Coil action front end parts, coil springs, chassis parts and electrically heat-treated springs for cars and trucks. Moog Industries, Inc., 6651 Easton Ave., St. Louis 14, Mo.

135 **HYDRAULIC BRAKE SERVICE INSTRUCTIONS AND MAINTENANCE HINTS** — Explain fundamental principles of hydraulic brakes and their operation. Outlines correct procedure for brake inspection and adjustment. Gives cause and remedy for common brake troubles. Ask for HU-197, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Mo.

136 **McCORD MUFFLER CATALOG** — Contains a complete listing of muffler, tail and exhaust pipes and merchandising suggestions on how to make more money replacing mufflers and pipes. McCord Corp., 2587 E. Grand Blvd., Detroit 11, Mich.

137 **DELCO-REMY ELECTRICAL SERVICE**—A 20-page 8½x11 inch booklet covering essential steps in servicing the electrical system on an automobile. Profusely illustrated (84 pictures). A must for the automotive electrician. Delco-Remy Service Department, Anderson, Ind.

138 **SPARK PLUG SPECIFICATION CHART**—covering all types of installations, designed to hang on wall, includes correct procedure on installing and servicing spark plugs. Merchandising Division, Electric Auto Lite Co., Toledo, Ohio.

139 **WHAT-WHY-HOW OF TURBO-CHARGER CARBURETION** — Review of scientific principles, specifications and installation instructions. Turbo Charger Sales Co., 324 E. Erwin, Tyler, Texas.

140 **PRESSURIZED COOLING SYSTEM** — Servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

141 **NEW PISTON RING CATALOG** and full Power Story on Moog N-Plus Piston Rings for motor reconditioning. Moog Piston Ring Co., 6651 Easton Ave., St. Louis 14, Mo.

142 **IGNITION** — Catalog on Automotive ignition parts, wire and cable backed by customer satisfaction since 1921. Guaranteed by Andrews Mfg. Co., 3205 Locust, St. Louis, Mo.

143 **NATIONAL MACHINE LINE**—New, fully illustrated pamphlet describing function and construction of National Drive Shaft Bushing and Seal Assemblies, Universal Joint Ball Housing Kit, Transmission Case Ball Seat and Coleman Steering Compensator for Chev. Cars & Pickups and most GMC Pickups. Special Pinion Bearing Assembly for most Chev. Buick, Olds and Pontiac models. National Machine Works, Inc., 1800 S. Broadway, Oklahoma City 9, Oklahoma.

144 **AUTOMOTIVE SERVICEMEN'S HANDY HAND BOOK** — A simplified reference book for the operation, checking, tune-up and repair of auto, truck and tractor engines. Burd Piston Ring Company, Rockford, Ill.

145 **HOW TO SOLDER**—16 pages of practical hints on soldering. Non-technical and designed to assist with everyday soldering. Federated Metals Div., 120 Broadway, New York 5, New York.

146 **CHAMOIS ROLLER**—Complete literature showing the Speedy line of electric and manual chamois rollers, chamois and concentrated chamois cleaner. Speedy Mfg. & Sales Co., 523 N. Bivins, Amarillo, Texas.

147 **COOPER PASSENGER CAR TIRES** —A colorful catalog sheet showing the Cooper line of passenger car tires. Manufacturers Warehouse, Inc., 684 Spring St., N. W. Atlanta, Georgia.

150 **ELECTRIC POWER DRIVE**—Bulletin DH 397 contains complete information on the New Manley P D-3 electric power drive which now requires no power take-off. Gives the operator a movable push-button control make a safe easy one-man job of tough hoisting operations. Manley Div., American Chain & Cable, York, Pa.

151 **"SELECT-O-CHART"** illustrates 371 panels for late model cars, 1949-1951. The Select-O-Chart simplifies ordering and shows at a glance what panels to use and where they go. Schofield Mfg. Co., 1146 E. 222nd St., Cleveland 17, Ohio.

152 **E-ZEE-ON DOOR REPAIR PANEL CATALOG**—Illustrates the complete E-Zee-On line for most car models 1941-1952 both passenger car and trucks. Graver Industries, P. O. Box T 4027, Cleveland 28, Ohio.

153 **SERVICE MANUAL FK SPARK-PLUGS** and how to properly service them is completely described in the new SERVICE MANUAL No 7K now offered by Champion Spark Plug Co., 900 Upton St., Toledo, Ohio.

154 **V-C CLEANSERS**—Complete information on the new improved V-C line of cleansers. Includes, V-C ZIP (heavy-duty steam cleanser) V C TUFF (heavy-duty) concrete cleanser) V-C ROY (concrete cleanser) V C Cel (water conditioner). No cost or obligation for the complete Virginia-Carolina informational literature. Virginia-Carolina Chemical Corp., Chemicals Division, 401 East Main St., Richmond Va.

155 **NITESHADE BLUE**—28-page color folder showing how the Arco Color Bar enables any of 3000 color shades to be matched in a matter of minutes. Pictorally depicts the Color Bar, illustrating its efficient and speedy operation. The Arco Company, 7301 Bessemer Avenue, Cleveland 27, Ohio.

156 **BROLITE TRAILER FINISHES AND RECOMMENDED METHODS OF APPLICATION** — this folder gives a simple concise summary of the most efficient trailer finishing methods. It is the result of years of testing, research and practical application in the trailer finishing field. Publications Department, Andrew Brown Co., 5481 S. District Blvd., Los Angeles 23, California.

162 **WILLARD STORAGE BATTERY CATALOG** — Complete technical specifications for storage batteries for every application. Liberally illustrated. Replacement information. Explanation of battery construction features. Willard Storage Battery Company, 246 E. 131st St., Cleveland 1, Ohio.

163 **COMPOSITE SERVICE TOOL GUIDE**—Kent-Moore Organization offers without obligation, a comprehensive time-saving Tool Guide. Contains special tools you need to perform specific operations for which no adequate standard tool exists. Kent-More Organization, Inc., 5-105 General Motors Building, Detroit 2, Michigan.

164 **AIRTEX FUEL PUMPS AND ANTI-PULSATION GASOLINE FILTERS** —New and Rebuilt Fuel Pumps. Combination Fuel and Vacuum Pumps. Repair Kits and Anti-Pulsation. Catalog AX64. Airtex Automotive Division, Inc., Fairfield, Ill.

165 **MANLEY AUTOMOTIVE SERVICE STATION EQUIPMENT CATALOG** describes the new WC-3PD 3-ton Wrecking Crane with electric power drive and other items in the Manley line including 4 ton and 8-ton wreckers, hydraulic presses, service jacks, motor stands, floor trestles, auto trestles, and tire spreaders. Manley Division, American Chain & Cable Co., Inc., York, Pa.

166 **CYLINDER HEAD STOCK REMOVAL CHART** a handy pocket size showing year and model of car, standard compression and the amount of cylinder head stock removal necessary to attain the increased ratio. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

167 **TOOL CHEST BULLETINS** — descriptive literature of the Huot tool chests and cabinets including the Huot Porta Cab designed for you to have rolling storage for tools. Huot Mfg. Co., 587 N. Wheeler Ave., St. Paul W4, Minn.

169 **WILLARD SERVICE EQUIPMENT** —Charging Equipment, Parts, Service Accessories, Service Tools, Testing Equipment. Willard Storage Battery Company, 246 E. 131st Street, Cleveland 1, Ohio.

180 **THE LAMSON NO. 50-A AUTOMOTIVE CATALOG** — A complete reference book on the most popular sizes of cap screws, nuts, lo k nuts, cotter pins, stove bolts, lock washers, flat washers, expansion plugs, studs, starter bolts, and washers, ring gear, rivets, tractor bolts, high nuts, U bolt rods, spring clip and spring center bolts, battery bolts, license plate bolts. List prices, weights, dimensions, and package quantities are given. The Lamson & Sessions Co., 1971 W. 58th St., Cleveland 2, Ohio.

185 **SERVICE MANUAL FOR THE DOCTOR OF MOTORS**—A comprehensive and thorough reference book which puts special emphasis upon the diagnosis of excessive oil consumption and the proper procedure for piston ring installation. It includes special instructions to follow when working upon certain makes and models of cars, a listing and description of recommended ring tools, and an interesting, informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfect Circle Co., Hagerstown, Indiana.

195 **CATALOG** presenting the entire Yankee line of lamps, mirrors, and specialties in twelve pages. Each item is illustrated text given in condensed form. Items are classified for quick reference. Catalog is Kalamazoo punched for filling. A separate page is devoted to a description of the various point of sale aids. Yankee Metal Products Corporation, Norwalk, Connecticut.

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218 **CLAYTON DYNAMOMETER** gives you an inside road test, always controlled, for diagnosing, adjusting and testing any car under all driving conditions. Easy & simple to install & operate. Can cut costs & increase parts-labor sales 30% to 70%. Write for catalog & profit story. Clayton Mfg. Company, Box 550, El Monte, Calif.

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250 **CATALOG NO. 50-G** describes our complete line of generator and starter motors. Complete car application data is included in this booklet for all passenger cars and popular trucks through 1950. Arrow Armatures Co., 15 Fordham Road, Boston 34, Mass.

262 **OIL FILTER MERCHANDISER** — Those Extra Dollars and how to get them in oil filter service sales. All the facts on new Wix sales tools . . . The Cabinet Merchandiser and Wix Dirtector. Wix Accessories Corp., Gastonia, N. C.

263 **HAND TOOL CATALOG NO. 57M**— 90 colorful pages of modern Hand Tools for all phases of automotive repair and maintenance, showing the right tool or tool set for practically every job. New Britain Machine Company, Box 1320 New Britain, Conn.

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270 **COOLING SYSTEMS, WHAT YOU SHOULD KNOW ABOUT THEM**— 16 pages concisely written and clearly illustrated with diagrams and pictures. Tells you everything you need to know about the mechanics of cooling systems, helps build a better cooling system service. Warner-Patterson Co., 920 S. Michigan Ave., Chicago 5, Ill.

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280 **THE ABC'S OF SELLING SHOCK ABSORBERS** — A 20 page, pocket-size "brass tacks" guide to shock absorber sales. Brief, humorously illustrated and down-to-earth, it gives full facts on shock inspection, selling techniques and important data on Briggs Shocks with patented piston and new O-Ring Seal. The Briggs Shock Absorber Company, Division of The Gabriel Company, 1523 E. 45th St., Cleveland 13, Ohio.

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283 **FACTS ABOUT IGNITION COILS**—Learn what characteristics of a coil are needed for top motor performance, the significance of coil polarity, why an engine skips at low speeds and many other tips on ignition service. Echlin Mfg. Co., 242 East St., New Haven 6, Conn

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304 **ILLUSTRATED FOUR-PAGE COLOR FOLDER**—Showing the operation and construction features of the new Storm-Vulcan Turbo Blast, a parts and motor block cleaner, with handy specification table. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 9, Texas.

305 **KOTAFIN CRANKSHAFTS INCREASE BEARING LIFE** — a new service booklet, "Stop Bearing Failures," for the benefit of users of reconditioned crankshafts. Booklet clearly shows the cause of most early bearing failures, and how the KOTAFIN process prevents them, also lengthens bearing life. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 9, Texas.

309 **OIL FILTER & REFILL, RAPID REFERENCE CATALOG** has easy-to-use Replacement Chart which alphabetically lists makes of cars and cross-indexes makes of filters for cars, trucks, buses and tractors. Illustrates and describes Champ Multi-Screen and Standard Refills, plus retailer promotional helps. Champion Laboratories, Inc., Catalog Dept., 122 Charles St., Meriden, Conn.

314 **WAGNER BRAKE PARTS CATALOG** — A handy ONE-Point reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as CoMaX bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

315 **BETTER IGNITION by Delco-Remy** 16-page, 8½ x 11 inch booklet covering theory, operation and maintenance of Delco-Remy ignition equipment. Contains 71 illustrations. Will help automotive electricians understand and service ignition equipment. Delco-Remy Service Department, Anderson, Ind

320 **NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT** features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, punched and slotted for inclusion in jobber salesmen's catalogs. Storm-Vulcan, Inc., 2225 Burbank St. Dallas 9, Texas.

321 **COMPLETE CATALOG DATA BOOK ON SPRAY PAINTING** — Binks Catalog 101 is packed with 24 pages of spray painting equipment . . . everything required for automotive refinishing . . . spray guns, spray booths, air compressors, complete outfits, extractors, respirators, hose and accessories. Also car washing guns, dusting and cleaning guns. Binks Mfg. Co., 3136 Carroll Ave., Chicago 12, Ill.

322 **NEW 32 PAGE CATALOG** of lighting and reflecting equipment is now available upon request. Do-Ray Lamp Co., 1458 S. Michigan Avenue, Chicago 5, Ill.

323 **BRAKE LINING** — A new 18 page condensed catalog together with comprehensive dealer wall chart listing brake lining recommendations for all popular passenger cars, commercial cars, etc. Vehicles are listed by year and model. Recommendations are made both for riveted and for bonded lining. World Bestos Corp., P. O. Box 346, New Castle, Ind.

332 **CURVED WINDSHIELD INSTALLATION MANUAL**—32 page book explains removal and installation procedures for curved safety plate windshields and Tuflex Plate Glass backlights. Well illustrated. Libbey-Owens-Ford Glass Co., Dept. SAJ, Nicholas Bldg., Toledo 3, Ohio.

334 **"STYLENGINEERED LUBRICATION DEPARTMENTS"** — A 32-page booklet describing and illustrating various size lubrication departments and the combination of equipment for most efficient and economical operation dependent on available floor space. Lincoln Engineering Company, 5708 Natural Bridge Avenue, St. Louis 20, Missouri.

336 **NEW FILKO IGNITION PARTS CATALOG** — Big 160-page catalog contains complete listings of all Filko Ignition Replacement Parts for practically every make and model of car, truck, bus and tractor. New simplified listings make the new Filko Catalog exceptionally easy to use. F & B Mfg. Co., 4248 W. Chicago Avenue, Chicago 51, Ill.

337 **FOLDER DESCRIBING BAY-LIFT PORTABLE PNEUMATIC AUTO LIFT**—An attractive presentation of uses, specifications, and features of the Bay-Lift portable pneumatic Auto Lifts for Cars and Trucks. Bay Manufacturing Co., 316 Arlington Ave., Torrance, Calif.

338 **DIRECTION SIGNAL SYSTEMS GUIDE** showing step by step procedure in servicing direction signal systems. Included circuit diagram as well as TUNG-SOL flasher unit replacement chart. Tung-Sol Electric, Inc., 95 8th Avenue, Newark 4, N. J.

347 **SHOCK ABSORBERS**—A new shock absorber specification catalog, reduced to 8 pages, including complete alphabetical and numerical listings on shock absorbers for all makes and models of cars. Available through Monroe Warehouse Distributors and Jobbers or by writing direct to the Monroe Auto Equipment Co., Monroe, Mich.

348 **LIGHTING ACCESORIES**—Catalog sheets on auxiliary switch panels, toggle push and slide switches, truck and trailer switches, automotive electrical sockets, plus selling aids. Cole-Hersee Co., 54 Old Colony Ave., Boston 27, Mass.

352 **DUZ-ALL BRAKE RELINING SYSTEM** — Illustrated folder describes Duz-All System that provides complete relline coverage for passenger cars and light trucks with only 4 liner sizes. Includes large 18" x 23" wall chart showing the five easy steps for relining any set of brake shoes. Gatke Corp., Automotive Div., 228 N. LaSalle St., Chicago 1, Ill.

354 **AIR COMPRESSOR CATALOG** covers complete line of air compressors for automotive service industry together with selection charts and data to insure selection of adequate compressor capacity. Westinghouse Air Brake Co., Industrial Products Div., Wilmerding, Pa.

370 **EMEROL MFG. CO.**—Complete printed information on entire line: Marvel Mystery Oil, Marvel Inverse Top Cylinder Oiler, Hi-Rev Motor Tune-up Oil. Shows uses, prices, description, dealer information. Emerol Mfg. Co., 242 W. 69th St., N. Y. 23, N. Y.

379 **TIME SAVERS**—Catalog illustrating the many time saving uses of the new portable, air operated Lee End Lift in your shop. Automotive Equipment Mfg. Co., 11000 S. Alameda St., Lynwood, California.

380 **SOLVENT CLEANING**—New fully illustrated 24 page Oakite booklet giving specific date and procedures for economical removal of carbon, grease, dirt and paint from metal surfaces. Oakite Products Inc. 52F Rector St., New York, N. Y.

382 **V BELTS**—Full information and catalog on "Factory Fresh" V Belts, V Belt Displays, etc. Durkee-Atwood Co. Dept. SA5, 215 7th St. N. E., Minneapolis 13, Minn.

387 **HIGHWAY SAFETY EQUIPMENT** —A two color twelve page presentation of the entire Anthes line. Includes the new Anthes Mirrors and Stop Lites, all items are clearly described and plainly numbered with carton packing and shipping weight. Kalamazoo punched. Write for your supply. Anthes Force Oiler Co., Fort Madison, Iowa.

389 **"FACTS OF LIFE—ENGINE LIFE"** 16 page booklet on common engine troubles and corrections with emphasis on the non-mechanical tune-up. Illustrated throughout. Gives the complete story on oil additives, also selling tips and instructions for use. Casite Division, Hastings Manufacturing Co., Hastings, Michigan.

401 **GASOLINE FILTER** — Fully illustrated catalog inserts describing the Sparkler "Rayclean" gasoline filter. Cross section and installation photos show improved "no channeling" filter element. Can be easily installed in either horizontal or vertical position. No special fittings. Sparkler Mfg. Co., 169 Lake St., Mundelein, Ill.

407 **ABC'S OF SAFE PROFITABLE TIRE SERVICE**—A 24 page book just published by Bowes "Seal Fast" Corp. Complete with illustrations and how-to-do-it instructions. Outlines latest tube and casting repair techniques as well as reconditioning trade-ins for profitable resale. Bowes "Seal Fast" Corp., 147 North Pine Street, Indianapolis 2, Indiana.

409 **OTC PULLING TOOLS ADAPTED TO HYDRAULIC POWER** — New Bulletin describing how the OTC "Power Twin" Hydraulic Puller with its "center hole" feature adapts itself to all OTC Pulling systems now in use. Illustrates methods for installing and removing . . . reducing time from hours to minutes. Also shows sets for conversion to hydraulic power, bench presses and the new "Hydratote" which brings tools to the job instead of job to tools. For free copy write Owatnna Tool Company, Owatonna, Minnesota.

416 **TAIL PIPE REPAIR KIT**—A four page color catalog describing the Quaker heavy gauge, seamless tail pipe repair kit. Four sizes to fit all cars. Quaker Supreme Chemical Corp., 315 Whitman St., Montgomery, Alabama.

420 **SIOUX TOOLS**—Illustrated and descriptive condensed 18 page Catalog No. 109-D of SIOUX Portable Electric Tools for Automotive repair and Maintenance. Albertson & Company, Inc., 3100 Lowell Ave., Sioux City, Iowa.

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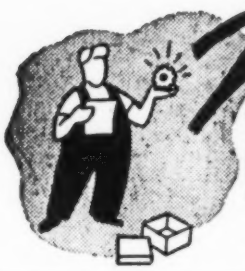

New PRODUCTS AND CATALOGS

950—Portable Crane

A ½-ton Mobilcrane, featuring a low boom and narrow platform for operation in close quarters, has been

added to the line of Lempco Products, Inc., Bedford, Ohio.

The unit has a lift height of 6' and features single-unit hydraulic pump, without hoses and outside couplings. It is easy to maneuver and its comparatively small size makes it especially suitable for handling many assemblies.

Want more info? Use coupon on page 114 and you will get it!

951—Water-Flow Chart

A water-flow chart, giving the gallons-per-minute radiator water-flow specifications for many passenger cars, trucks and tractors, has been issued by Inland Manufacturing Co., Equipment Division, 1108 Jackson St., Omaha 8, Neb. It helps mechanics determine quickly the degree of plugging in a radiator.

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952—Hand Hone

A hand hone for on-machine sharpening of single-point tungsten carbide tools is now available from Chicago Wheel & Manufacturing Co., 1101 W. Monroe St., Chicago, Ill. Hone touches up the tool while mounted on machine, increasing "between grinds" tool life and saving "down" time while tool is removed and reground.

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953—Groove Cleaner

A tool to clean the carbon from the ring grooves in the new pistons used on Cadillac, Oldsmobile and Hudson cars has been added to the line of Owatonna Tool Co., 306 Cedar St., Owatonna, Minn.

The tool is thin enough to enter the 5/64" grooves and is equipped with a cutter wheel having two 5/64" blades, a 5/32" blade and a 3/16" blade. It will take pistons up to 5" in diameter. Cutter wheel is attached radially to prevent turning or tilting. Tension is spring controlled to prevent chattering or gouging.

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954—Brake Hone

A universal model brake-cylinder hone with a range of ¾" to 2" with a single set of stones has been announced by Lisle Corp., Clarinda, Iowa.

Model BHX reportedly permits the operator to control the pressure in any size cylinder. A knurled expansion nut is placed so that pressure can be adjusted without removing hone from cylinder or disconnecting drill. Stones are designed to hone to the end in step-cut and blind-end cylinders. The hone will operate with standard ¼" drills.

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955—12-Volt Headlamp

A sealed-beam headlamp for use on automobiles with 12-volt electrical systems has been added to the line of General Electric Co., Lamp Dept., Nela Park, Cleveland 12, Ohio. Size, appearance and performance are comparable to conventional six-volt types.

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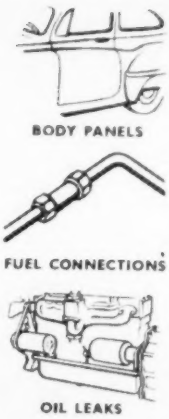
956—Metal Repair

A metal repair compound that can be applied directly from its tube without mixing or heating to engine castings, fuel lines, body panels and



other parts of vehicles has been announced by Treglown Co., Inc., Fanwood, N. J.

Called "Loy" Metal Mender, the compound can be hammered, chiseled, tapped, feather-edged, painted and polished. It is said to be all metal and rust resistant. When set, it reportedly withstands pressures up to 150 p.s.i. It adheres to aluminum as well as to other metals.

Want more info? Use coupon on page 114 and you will get it!

957—Impact Wrench

Model 4EW Tork-Hammer, a big-capacity model that handles nuts and bolts up to ⅞", has been introduced by Mall Tool Co., 7725 S. Chicago Ave., Chicago 19, Ill.

Housing is die-cast of aluminum alloy. There is a pistol grip with detachable side handle, built-in trigger switch, heavy-duty gears and forced-draft ventilation. The heavy-duty reversible universal-type AC-DC motor operates on 115 or 230 volts. Net weight of the impact wrench is 16¾ lbs.

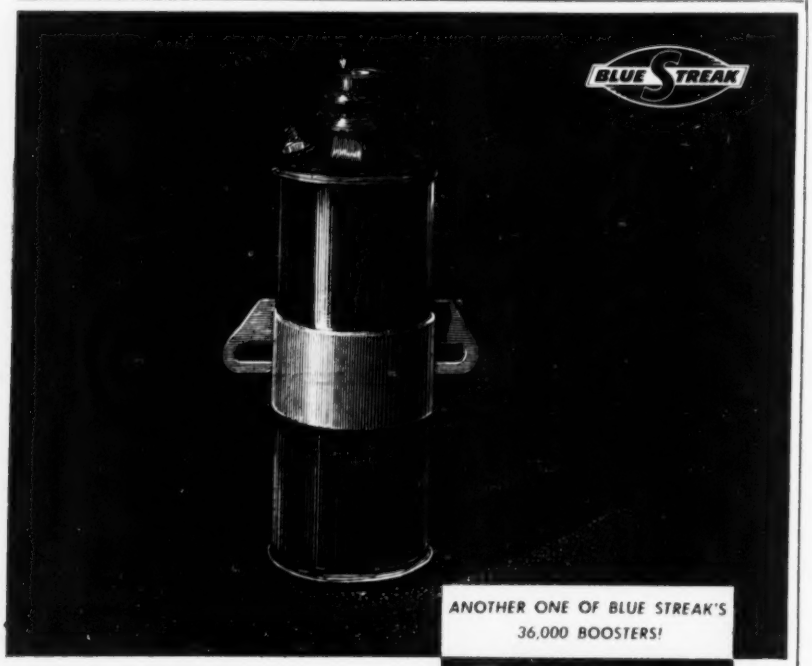
Want more info? Use coupon on page 114 and you will get it!

958—Interchange Listing

A 48-page booklet that describes the Inter-Sub listings of thousands of interchangeable vehicle parts has been

issued by Automotive Research Publications, Inc., Islip, N. Y. The booklet explains the system in some detail. It is available free to any car- or truck-dealer parts men.

Want more info? Use coupon on page 114 and you will get it!



When we say this Blue Streak coil and the connection it makes is *waterproof*, we mean you can even submerge it in a fish bowl full of water, turn on the juice, and it won't bother the coil *or* the fish. (You can see why this coil will never fail whether in a driving rainstorm, on a flooded road or under high humid conditions.)

The three-tiered pagoda top protects the coil against surface leakage or flash-over of high-tension current.

Ask for Blue Streak the next time you order coils—as well as the other premium-grade Blue Streak parts. *Standard Motor Products, Inc., Long Island City 1, New York.*

ANOTHER ONE OF BLUE STREAK'S 36,000 BOOSTERS!

"I put a Blue Streak coil on one of our town's fire trucks 18 years ago after four other coils had failed... *That coil is still in use today!"* This amazing report comes from Warren Voyles, shown here with his son Edson at their big shop in Conway, La.

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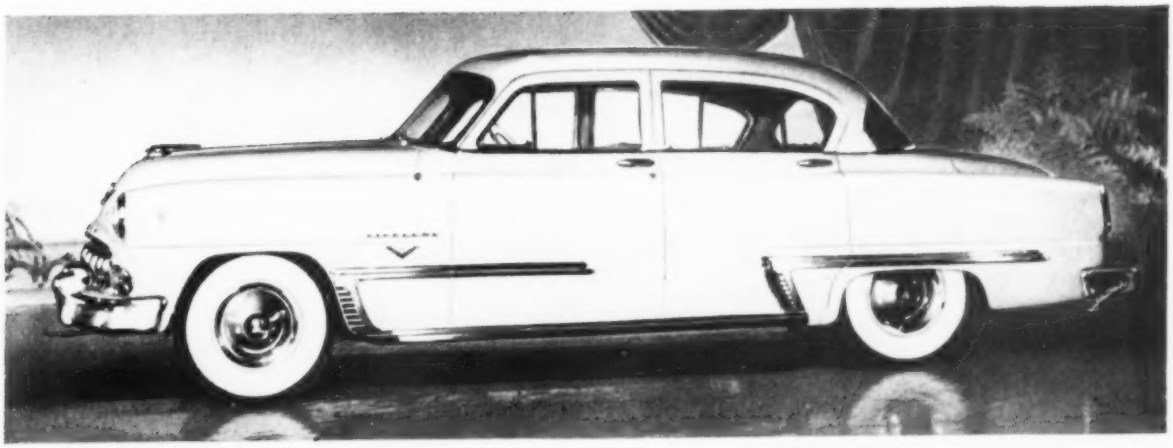


160 H. P. FIRE DOME V-8 *and* POWERMASTER SIX

959—Power-Steering Hose

Hose assemblies for power-steering units have been added to the line of The Weatherhead Co., 300 E. 131st St., Cleveland 8, Ohio.

Complete "pressure" and "return" hose lines are tested at 1,500 p.s.i., more than twice the normal operating pressure of the systems. A grooved or threaded insert holds the hose firmly in the fittings so connections will not be affected by vibration or pressure. Eight types of lines are said to give complete coverage of the field.

Want more info? Use coupon on page 114 and you will get it!

960—Rubber Cement

A black, heavy-viscosity cement for window and windshield channels, radiator hose, gaskets, weather stripping, upholstery and other uses on vehicles is now available from H. B. Egan Manufacturing Co., Muskogee, Okla.

The product is said to be suitable for bonding rubber, leather, paper or fabric to metal, wood, glass and other surfaces. It is packaged in a 2-oz. bottle with screw cap applicator.

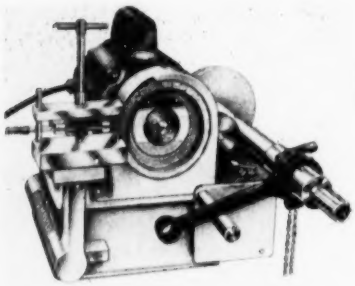
Want more info? Use coupon on page 114 and you will get it!

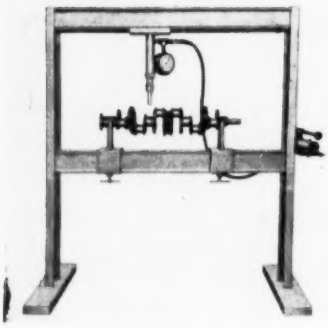
961—Hone and Press

A connecting-rod grinding and honing machine and a shaft-straightening press have been added to the line of Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

Model 125 Rodmaster (top photo) reconditions the large ends of connecting rods 2" to 3½". It grinds caps and hones bores to precision limits. Size and taper can be held to .0002", the manufacturer said. The machine can be placed on a workbench and requires a 110-volt outlet.

Model 155 shaft-straightening press (lower photo) has a shaft capacity of 62" and is said to straighten automotive, industrial and other straight shafts.





Want more info? Use coupon on page 114 and you will get it!

962—Headlight Dimmer

An automatic headlight dimmer for cars, contained in a single unit that is said to mount in the grille of any standard-make car, has been announced by Auto-Dim, Inc., 2601 Mathews St., Baltimore 18, Md.

The dimmer is easily accessible and is sealed against humidity and dirt. It is said to dim headlights when traffic approaches and in lighted urban areas. On the open road, it automatically reverts to high-beam operation when the road is free of oncoming traffic. A manual override is provided for use at the driver's option.

Want more info? Use coupon on page 114 and you will get it!

963—Air Horn

The Tornado air horn, a twin-trumpet model in chrome-plated brass that features a steel diaphragm, is again being produced by Sparton Automotive Division, The Sparks-Withington Co., Jackson, Mich. The electrically-operated horn, which requires no tank and no compressor, was dropped from the line for a time because of materials restrictions.

Want more info? Use coupon on page 114 and you will get it!

964—Electrical Testers

A line of testing and servicing equipment to handle the new 12-volt systems as well as regular 6-volt systems has been announced by Allen Electric & Equipment Co., 2101 N. Pitcher St., Kalamazoo, Mich.

Included in the line are two motor analyzers, two distributor testers and eight battery chargers. Modernization kits that permit owners of Allen equipment to convert to handle 12-volt systems are also available.

Want more info? Use coupon on page 114 and you will get it!

965—Equipment Catalog

A four-page catalog on its line of automotive workbenches, display racks, tire display units and drawer units has been issued by Equipto Division, Aurora Equipment Co., Aurora, Ill. It includes specifications and photographs of the various units in use.

Want more info? Use coupon on page 114 and you will get it!

966—Firing Indicator

A spark-plug firing indicator, designed to give a fast check of voltage being supplied to the spark plugs and for diagnosing ignition troubles, has been introduced by Champion Spark Plug Co., 910 Upton Ave., Toledo 1, Ohio.

Improvements include a needle probe for testing plugs with protective rubber boots and a new method of mounting the high-intensity neon tube to decrease shock damage. The probe is supplied with a metal sheath

that serves as a test terminal except when perforation of rubber boot or cable is necessary. The type of flash produced indicates whether plugs are in good condition, whether there is fouling or damage and whether there is trouble with breaker points, coil, condenser or cable connections.

Want more info? Use coupon on page 114 and you will get it!

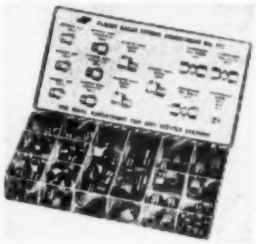
967—Brake Manual

A 50-page maintenance manual covering the maintenance and repair of modern hydraulic and mechanical brakes used as original equipment on passenger cars, trucks, buses and trailers has been issued by Wagner Electric Corp., Automotive Division, 6400 Plymouth Ave., St. Louis 14, Mo. Price is $1.

Want more info? Use coupon on page 114 and you will get it!

968—Fitting Assortment

An assortment of 66 fast-moving fittings, packaged in a clear plastic box with a removable display, has been placed on the market by Planet



Metal Products Corp., 966 Dean St., Brooklyn 16, N. Y.

The box contains 12 compartments. Fittings include inverted flared tube nuts, male connectors and elbow, compression unions and ferrules.

Want more info? Use coupon on page 114 and you will get it!

969—Hand Cleaner

A waterless hand cleaner that is said to dissolve and remove stubborn grease without irritating the skin is now being produced by Advance Century Manufacturing Co., P. O. Box 781, Greenville, S. C.

Want more info? Use coupon on page 114 and you will get it!

MARVEL keeps

NEW CARS NEW LONGER...
USED CARS IN USE LONGER...

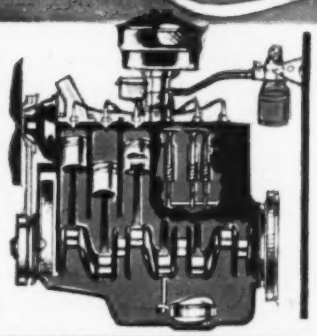
Profit-minded dealers and repair shops know the best advice they can give a customer is to suggest Marvel in the crankcase and gas tank.

Whether he has a new car or used car, it's advice a driver can *hear* in the hum of his motor... *feel* in the smooth, powerful thrust of his car.

For Marvel really registers — in the increased mileage a man gets out of his car per gallon . . . in the lower service charges he shells out at inspection intervals.

Moral: There are times when talk pays off in repeat business. These are the times you talk up Marvel Lubrication Service.

FOR MORE PROFITS — PUSH MARVEL MYSTERY OIL AND THE MARVEL INVERSE OILER



Marvel in the crankcase lays a strong, heat-resistant film of oil on all moving parts . . . eliminates hydraulic valve clatter . . . provides ring seal . . . cleans, cools and protects bearings and vital upper cylinder regions. The car runs for many more engine miles per dollar.

Install a Marvel Inverse Oiler for direct lubrication to the heart of the engine. Feeds in direct proportion to horsepower curve through inverse ratio to manifold vacuum. No other oiler works on this principle! Fully adjustable. Easy to install. Fully guaranteed.

Your jobber can supply you, or write:

EMEROL MANUFACTURING CO., INC.

Dept. 162, 242 W. 69th St., New York 23, N. Y.

972—Performance Meter

The PerfOMeter, a unit that mounts on the dash or steering column to give a constant check on brake horsepower, brake efficiency and stopping distances, gasoline comparison and other performance items, has been placed on the market by Autosphere Corp., 551 5th Ave., New York 17, N. Y.

The instrument is a self-contained unit that uses the "pendulum principle" to measure gravity, momentum and drag. It takes the combined factors of torque multiplied by revolutions per minute and interprets this into pulling power. Because it measures braking efficiency and reacts to faulty wheel alignment as well as engine performance, the instrument is said to be especially valuable for keeping a car in a safe and efficient operating condition.

Want more info? Use coupon on page 114 and you will get it!

973—Cleaning Compounds

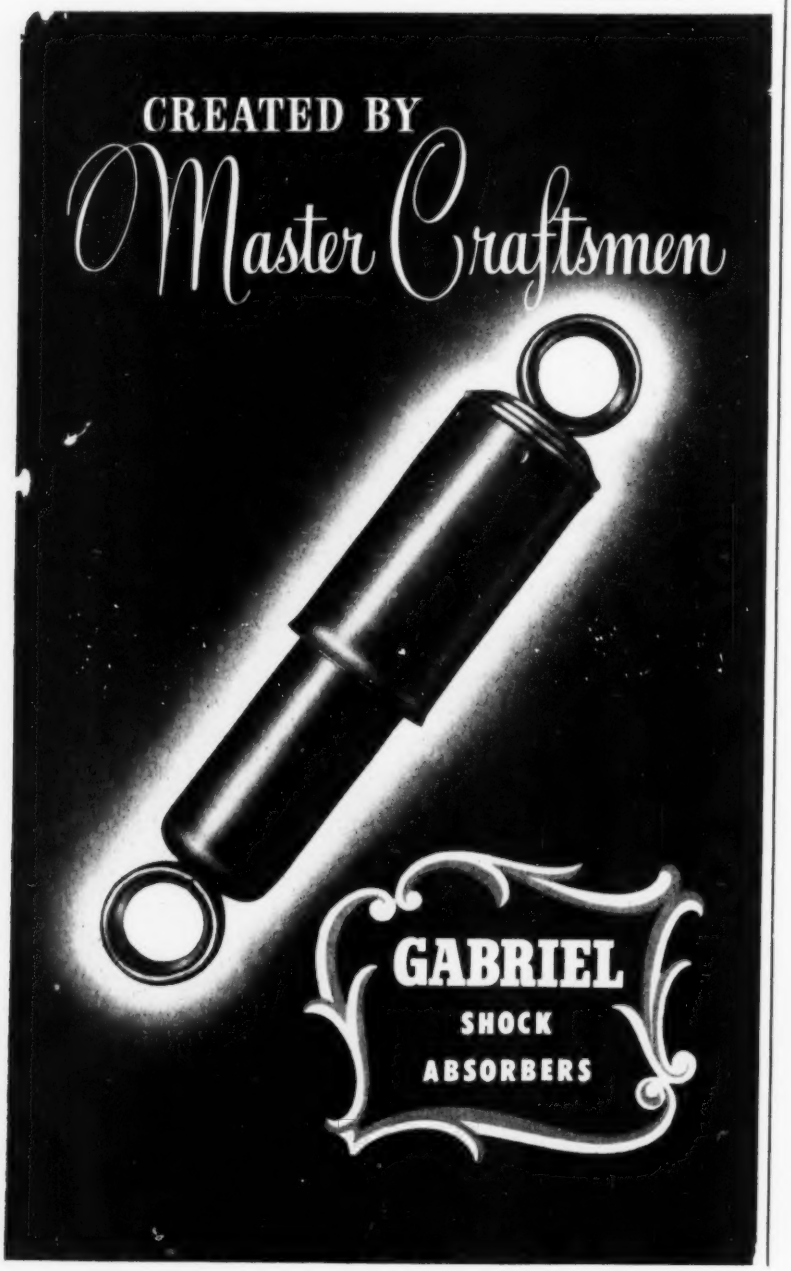
A neutral cleaner and dressing for inside rubber parts and an upholstery cleaner have been announced by Advance Century Manufacturing Co., Greenville, S. C.

The rubber dressing, called 999 "Mat Magic," may be applied with sponge or brush. It cleans and restores luster to mats, kickpads and

other inside rubber parts. It contains a synthetic "new-car" odor.

The 500 upholstery cleaner is a foam-type cleaner that reportedly leaves no scum or sludge to cause streaks. It also contains the "new-car odor" ingredient.

Want more info? Use coupon on page 114 and you will get it!



974—Lining Catalog

A brake-lining catalog, containing specifications for popular foreign cars as well as domestic cars, trucks, trailers and buses, has been issued by American Brakeblok Division, American Brake Shoe Co., 4600 Merritt Ave., Detroit 9, Mich.

A new section aids in quick identification of thick blocks by including a breakdown of the various dimensions and detailed drawings of hole patterns, lengths, widths and diameters.

Want more info? Use coupon on page 114 and you will get it!

975—Sealing Compound

No. 8500 Plastic Sealant, a general-purpose sealing compound for automotive bodies, has been placed on the market by Dennis Chemical Co., 2701 Papin St., St. Louis 3, Mo. It is said to be non-drying, non-staining and non-contaminating.

Want more info? Use coupon on page 114 and you will get it!

976—Circuit Protector

A Lite-D-Tector and automatic-reset circuit breaker, designed to mount on the dash and signal the driver if there is a short circuit or if clearance and warning lights fail, has been announced by E. Edelmann & Co., 2332 Logan Blvd., Chicago 47, Ill.

Adjustable for use with ten to 24 running lights, the unit has a red knob adjustment to set it for proper load. After setting is made, red and

amber signal lights on the dash automatically warn driver of shorts and light failures. When two or more lights go out, a 7" red floodlight is turned on automatically, giving immediate warning to motorists and protection for the truck, trailer or bus.

Want more info? Use coupon on page 114 and you will get it!

1 NEW "ROCKET" ENGINE

NEW HIGHER POWER!
NEW HIGHER COMPRESSION!
NEW HIGHER VOLTAGE!

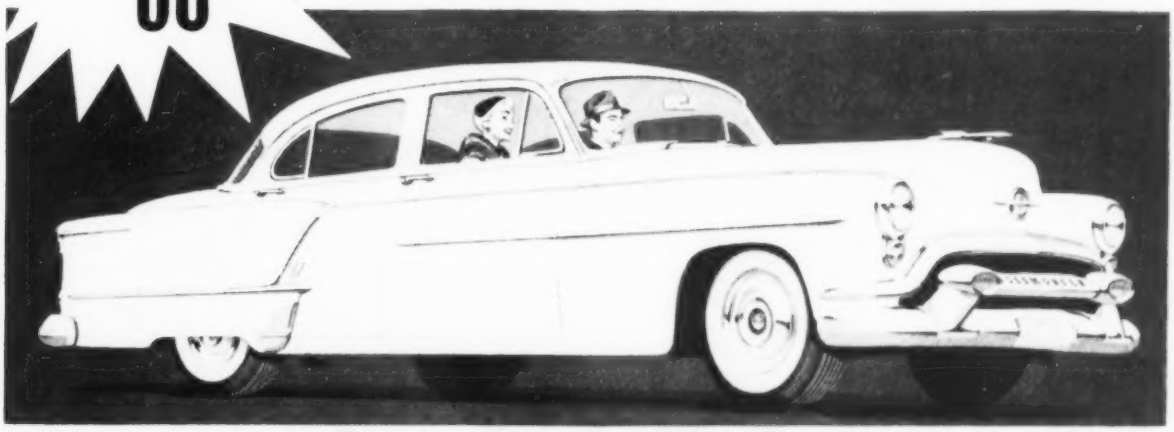
DOUBLE DYNAMITE

Helps Oldsmsbile Dealers Blast Competition in 1953!

"ROCKET"! . . . most famous name in high-compression power! *Super* "88"! . . . hottest number on the highway! Both are new . . . *all new* for 1953! This is the "double-dynamite" selling combination that no other car can match! New higher-power, higher-compression, higher-voltage "Rocket" Engine! New Super "88" with Power Styling, Power Steering, Power Brakes and many more standout features! The Super "88" for 1953 is receiving the greatest acclaim in Oldsmobile history! And dealers are surer than ever: It's SMART to BE with Olds!

2 NEW SUPER 88

POWER BRAKES! POWER STYLING! POWER STEERING!



"ROCKET" ENGINE OLDSMOBILE

OLDSMOBILE DIVISION • GENERAL MOTORS CORPORATION • LANSING, MICHIGAN

977—Air Sander

An orbital-type air sander, featuring a built-in water attachment for wet sanding, has been placed on the market by Pneumatic Division, Sundstrand Machine Tool Co., 2531 11th St., Rockford, Ill. Palm lever control on top of the unit operates both air and water by a slight downward pressure.

Want more info? Use coupon on page 114 and you will get it!

978—Washer Solvent

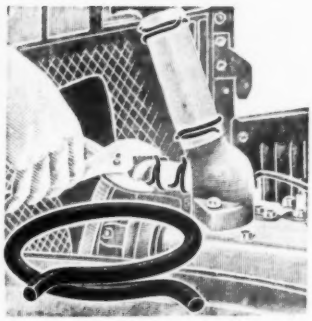
A solvent for windshield washers that is said to remove bug juice, grime and road haze, as well as preventing water in glass jar from freezing, has been announced by Advance Century Manufacturing Co., P. O. Box 781, Greenville, S. C. No. 222, as it is identified, is available in 6-oz. bottles.

Want more info? Use coupon on page 114 and you will get it!

979—Hose Clamps

No. 656 self-tightening hose-clamp assortment for cars and trucks, including radiator, heater and defroster connections that are color coded for size, has been announced by Champ-Items, Inc., 6191 Maple Ave., St. Louis 14, Mo.

When installing, the mechanic



squeezes the ends with pliers and then releases them. Spring tension is said to maintain the seal without any need for retightening.

Want more info? Use coupon on page 114 and you will get it!

980—Lube Additive

Motor Moly, an oil additive that is said to contain molybdenum disulphide in such fine particles that they will pass through practically all normal oil filters of both the full-flow and by-pass types, is now available from Wilson Co., 957 Commonwealth Ave., Boston 15, Mass. This permits the "plating" action to form a protective film on metal surfaces where friction occurs.

Want more info? Use coupon on page 114 and you will get it!

981—Lathe

Model 145 crankshaft centering lathe, featuring a 13" swing on center and a 62" capacity, has been introduced by Storm - Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

The machine is designed to correct damaged or worn centers and to true flywheel flanges, according to an announcement from the maker.

Want more info? Use coupon on page 114 and you will get it!

982—Sealing System

A comprehensive manual on methods and procedures for reconditioning motor blocks has been issued by Salsbury Corp., 1161 E. Florence Ave., Los Angeles 1, Calif.

The manual contains both the "hows" and "whys" of repairs that return cracked motor blocks and cylinder heads to normal operation. The manual is on sale to any shop at $5 but it is furnished free with the Motor Seal Kits packaged by the firm for the trade.

It discusses breaks, cracks and fissures common to all motors, as well as describing those most often found in different types of motors and certain makes and models.

Want more info? Use coupon on page 114 and you will get it!

National's NEW "Special Model" Bushing & Seal Assemblies Make Possible Multiple Repairs with Original Shaft On Both Standard Transmission & Power-Glide Models!

FOR DRIVE-LINE REPAIRS OF MOST CHEVROLET CARS & PICKUPS AND SOME GMC PICKUPS

SPECIAL TEMPERED STEEL SLEEVE PROVIDES NEW LONG-WEARING BEARING SURFACE!

This steel sleeve fits over the worn surface of the original drive shaft. This restores drive line to its original efficient operation enabling thousands of additional miles of service.

The New Specially Engineered Seal of this model minimizes the possibility of the transmission running dry and damaging gears and bearings. It also prevents dilution of differential lubricant due to transmission oil leak.

Proven Nationally by Millions of Satisfied-Customer Miles! Sold Nationally by Leading Automotive Wholesalers

SPECIAL MODEL M-104 M-106
(Cut-Away Shows Bronze Bushings)

Like National's Famous M-101 and M-102, This "Special Model" M-104 and M-106:

- Saves Buying A New Drive Shaft!
- Provides Greater Bearing Surfaces for Long Life Repairs!
- Installed in One Hour! Eliminates Tearing Down Differential!
- Precision Made of Finest Materials!
- Boosts Your Repair Profits With Quick Low Cost Repairs!

Write or Wire for Information!

NATIONAL MACHINE WORKS, INC.

P. O. BOX 4305 MANUFACTURER AUTOMOTIVE PRODUCTS OKLAHOMA CITY 9, OKLA.

Thor

Reg. U.S. Pat. Off.

NOW *with exclusive*

to Resist Overcharging...

(*the Greatest Cause of Battery Failure*)

Increase Battery Life as much as 50%!

An exclusive new PRICE formula . . . TRI-LOY** . . . produced in our own smelting plant, is now being used in the casting of all grids for Thor Batteries. This special triple alloy provides maximum resistance to corrosion caused by overcharging . . . the greatest cause of premature battery failure today. Exhaustive tests have proved that the new TRI-LOY** GRIDS increase battery life as much as 50%! This new development, added to the many other high quality features of Thor batteries, result in longer battery life and more dependable performance than ever before possible . . . at prices that permit you to compete successfully. This dependable quality, backed by 35 years of experience . . . plus national advertising . . . plus complete selling aids . . . add up to greater battery sales and profits for you . . . with *Thor*. Write for complete details.

**"TRI-LOY" T.M. Reg. app'd for

PLUS . . .

- **DOUBLE INSULATION:**
  All Thor heavy duty types are double insulated with high grade wood separators and glass fibre retainer mats, greatly prolonging battery life.
- **COLEDOX*:**
  A special oxide, developed by us and now improved with added ingredients. Yields high capacities, increases shelf life and improves zero starting by 20%.
- **IMPROVED HARD RUBBER CONTAINERS:**
  Provide greater protection against heat, cold, vibration, leakage and acid corrosion . . . increase battery life.
- **NEW CELL COVERS:**
  Developed and produced by our own Rubber Division, they insure maximum resistance to breakage.
- **NEW SEALING COMPOUND:**
  The same compound specified by the Armed Services to withstand both extreme Arctic cold and Tropic heat.
- **SPECIAL GRID FEET:**
  Provide extra space below the grids to guard against premature failure from short circuits.

*"COLEDOX" Reg. U.S. Pat. Off.

ADVERTISED IN LIFE

. . . the greatest selling force in America today . . . reaching over 62,000,000 different people within a year . . . many thousands in your own territory.

Complete Program of Selling Aids!

Chargers, stock boosters, display stands, signs, folders, blotters, sales literature, manuals, newspaper ads . . . everything you need to sell and service Thor Batteries.

Write for complete details:

PRICE BATTERY CORPORATION HAMBURG, PA. - Atlanta, Ga.

35 Years Experience In Building Highest Quality Batteries

Smith Story Highlights Trade-School Value

THE *Arkansas Gazette*, Little Rock, recently carried a feature article on B. Eugene Smith, sales manager for Crow-Burlingame Co., that highlighted the place of trade schools in the industry as well as giving some personal history on this well-known wholesaler.

Crow-Burlingame is the central unit of Ozburn, Crow & Yantis Co. It operates 37 stores with 210 employees. The article on Smith said, in part:

"Just 11 days after President Woodrow Wilson approved the Smith-Hughes Act of 1917, the Arkansas Legislature passed a law to qualify the state for federal aid and to set up a state program of vocational education. . . .

"Smith immediately enrolled in the industrial arts training and mechanical drawing at his grammar school. He continued this work in high school, adding vocational automobile mechanics when this course was set up."

Mr. Smith

After teaching vocational subjects for a while, Smith joined an automotive concern and was given a sales job. He joined Crow-Burlingame 18 years ago when the company decided to establish branch houses. "The knowledge acquired in the auto mechanics shop at high school and the practical experience gained at Crossett helped tremendously in my sales work," Smith commented.

"Our type of merchandise is sold to mechanics who have intimate knowledge of the vehicles they are serving," he said. "My success would have been limited had I not been familiar with the operation of an internal combustion engine. This knowledge is helpful to our customers. It comes under the heading of service—which means extra business volume to our company."

Looking ahead, Smith and other businessmen supported the appropriation of $10,000 for new vocational educational equipment at Tech High, Little Rock, in the year 1952.

"Our company can absorb ten or 12 graduates of Tech High's auto mechanics classes annually," Smith said. "A good mechanic can earn $400 to $600 a month nowadays."

Whatever the nature of your service business . . . whether general or specialized . . . you'll find the special tools you need listed in this new composite Kent-Moore Service Tool Guide. Yes, they're essential tools . . . developed in cooperation with car manufacturers to perform specific operations for which no adequate standard tools exist. Tools for servicing:

BUICK • CADILLAC • CHEVROLET • HUDSON • NASH
OLDSMOBILE • PACKARD • PONTIAC • STUDEBAKER

And this comprehensive time-saving Tool Guide is FREE! Yours for the asking without obligation. Send for it today!

ENGINE TOOLS
STANDARD TRANSMISSION
AUTOMATIC TRANSMISSION
REAR AXLE TOOLS
FRONT SUSPENSION
POWER STEERING
BRAKE & BODY TOOLS
SPECIAL SERVICE EQUIPMENT

KENT-MOORE ORGANIZATION, INC.
5-105 General Motors Bldg. • Detroit 2, Michigan

KENT-MOORE ORGANIZATION, INC.
5-105 General Motors Bldg., Detroit 2, Michigan
Please send, without obligation, my free copy of your new Composite Service Tool Guide.
NAME _____
FIRM _____
ADDRESS _____
CITY _____ ZONE ____ STATE _____

Gibson Names Long

Nooe Long, a former service-station employee, is now working on the counter at Gibson Auto Parts, Harrodsburg, Ky., J. P. Hatchett, co-owner, reported.

"We haven't added any lines recently. We are getting rid of some," **Sam Suravitz**, secretary-treasurer of **Beard & Stone Electric Co., Inc.**, Houston, Texas, reported last month.

Interstate Electric Co. Sold to Rupe, Inc.

INTERSTATE Electric Co., New Orleans, and the chain of 29 Auto Lec Stores in Louisiana, Mississippi, Alabama and Florida have been sold to the investment banking firms of Dallas Rupe & Son, Dallas, Texas, and Howard, Weil, Labouisse, Frederichs & Co., New Orleans, for the reported sum of $3,000,000.

Interstate Electric, the parent organization, was founded by Percival Stern in 1903 and the Auto Lec Stores in 1928.

Stern was president of both Interstate Electric and Auto Lec and held the controlling interest in both. Under the new management, Stern will remain with the two organizations as chairman of the board.

Negotiations were completed Dec. 30 between Stern and the banking firms. The change in ownership became effective January 31.

The new Louisiana corporation controlling the acquired properties will be Rupe, Inc. D. Gordon Rupe, Jr., is president, Robert E. Dennard is vice-president and Walter H. Weil, Jr., is secretary-treasurer.

Interstate Electric, with offices at 1001 South Peters Street, wholesales electric and automotive supplies and does an annual business estimated at approximately $15,000,000.

AC Opens at Kansas City

AC Spark Plug Division of General Motors has established an additional regional sales office at Kansas City, with George R. Work as manager.

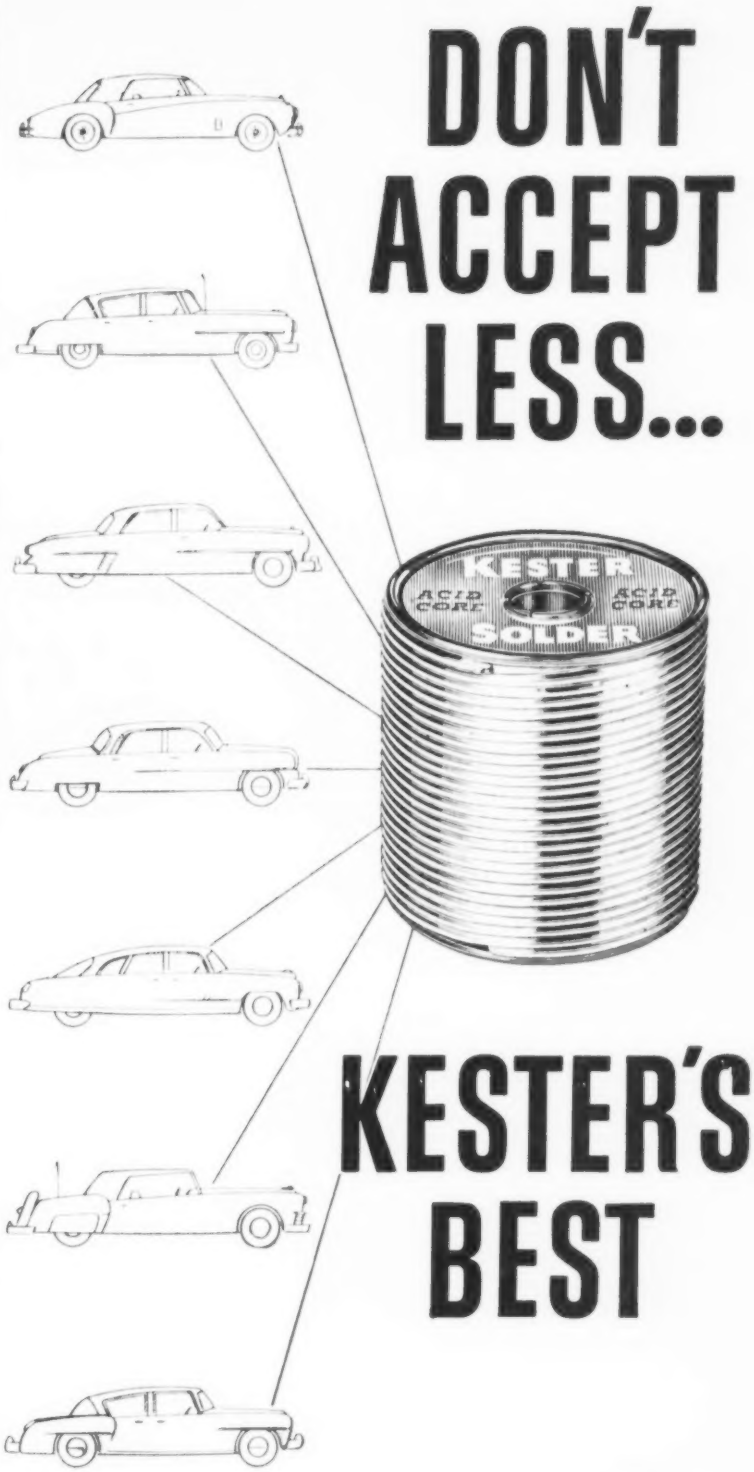
"**Benton Sasser** has resigned from our company to join a smaller company," President **M. D. Taylor, Taylor Parts and Supply Co., Inc.,** Andalusia, Ala., reported last month.

* * *

"We have added **McQuay-Norris** and **King Quality** to our lines," **M. N. Jacobs,** president of **Jacobs Distributing Co.,** San Antonio, Texas, reported.

* * *

"We have added an attractive neon sign to the front of our building," **Ned Holland, Holland Auto Supply, Inc.,** Greenville, S. C., reported last month.



KESTER SOLDER COMPANY
4236 WRIGHTWOOD AVENUE, CHICAGO 39, ILLINOIS
NEWARK 5, NEW JERSEY • BRANTFORD, CANADA

KESTER SOLDER

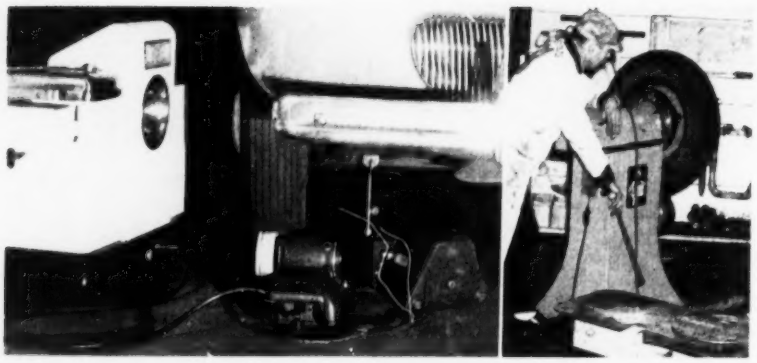


Fig. 4—Wheels may be balanced on or off the car, but they *must* be balanced.

Steering and Alignment

(Continued from page 81)

Consider the heavy stresses placed on the front assembly by improperly-balanced wheels, how this condition promotes shimmy, abnormal wear on tires, wheel bearings, kingpin, tie-rod ends, steering gear and all connecting links.

Perfect balance involves two conditions. The usual method of balancing a wheel is to place the weights on the rim beside the lightest point and test for balance on a free shaft which will turn with very little friction. If the center of gravity lies in the center of the shaft, the wheel will stay in position when stopped with any point of its circumference over the shaft.

The above method does not determine whether or not the second condition of perfect balance is fulfilled. Therefore, such procedure alone is not sufficient for our small-wheel, high-speed automobiles.

For example, consider a tire in which the center of gravity of one-half is at the right of a line perpendicular to the center line of the shaft, while the center of gravity of the opposite half is on the left of the perpendicular. This condition will not affect the balance of the wheel when tested statically.

However, when the wheel revolves around the center line of the shaft, the centrifugal forces of the two halves act in opposite directions along different lines. These forces form a couple action. As the kingpin is vertical or near, the wheel tends to turn inward and outward as these points come to a horizontal plane, this force taking place in opposite directions every 180 degrees.

This is termed dynamic unbalance. Wheels must be balanced both statically and dynamically (Fig. 4).

Reason for 12 Volts

(Continued from page 70)

crease the inductance and obtain more energy in the coil if the factors of time and resistance can be increased. Unfortunately, the maximum time that the contacts remain closed cannot be changed to any great extent on an eight-cyl-

LADIES WILL BAKE YOUR CAR

GET IT FROM YOUR JOBBER

JUST SELL OR USE
SLUDG-MASTER

Valve or ring jobs, because they come between general overhauls, are frequently referred to as semi-major operations. Regardless of their rank, they run into money, and it isn't uncommon for four or five of these jobs to be done between overhauls.

The majority of these semi-majors wouldn't be necessary if you took the time to explain to your customers exactly what Sludg-Master does. They'd appreciate your sound advice, and you'd find the invested time highly profitable to you.

Probably you've been a friend and booster of Sludg-Master (formerly Six Master) for years. And you know — from experience — that it dissolves carbon-sludge, gums and varnish; that it frees sticky valves and rings, and *keeps* them operating flexibly. But do you know how and why?

It's a really interesting story — one which your customers will thank you for telling them. And it's presented briefly and clearly in our new booklet: Engine Deposits and How They Grow, a copy of which is yours for the asking.

NO FUSS NO MUSS
JUST POUR NO MORE

HIRSIG
EDWARDS DENNIS
SHIPP-PAYNE
Rust Master
PRODUCTS WORK WHILE YOU RIDE
Chemical Company
Mfg Chemists
56 CRIGHTON ST., CAMBRIDGE, MASS.
THE SILENT PARTNERS OF MOTOR EFFICIENCY
(c) 1952 Rust Master Chemical Co.

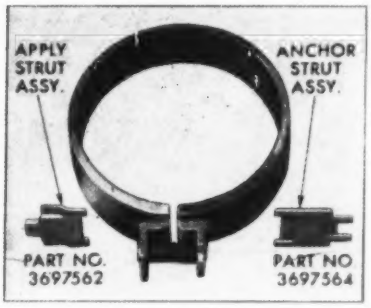
inder distributor, but the the resistance of the primary circuit can be doubled, *if voltage is doubled*, and still maintain the maximum safe ampere flow through the primary winding (Fig. 2). By increasing inductance by 50 per cent in the 12-volt system, the energy input is increased 50 per cent at slow speed and increased 100 per cent at top speed over that of a six-volt system. That is what 12 volts does for the ignition system.

The reason, therefore, for the change from six volts to 12 volts can be said to be primarily due to the requirements of the ignition system on high-compression engines. Advantages will also be noted in increased watts output from generators, greater energy storage capacity in storage batteries, faster engine cranking speeds and lower voltage drop in the wiring circuits.

Assembling Low Band On the Powerglide

THE following information on assembling the Powerglide low band linkage was contained in a recent *Chevrolet Service News*:

Reports from the field indicate that there is some confusion in assembling the Powerglide low band linkage. The low band anchor strut assembly and the low band apply strut assembly now being used went into production in February, 1952. These strut assemblies are also used for service



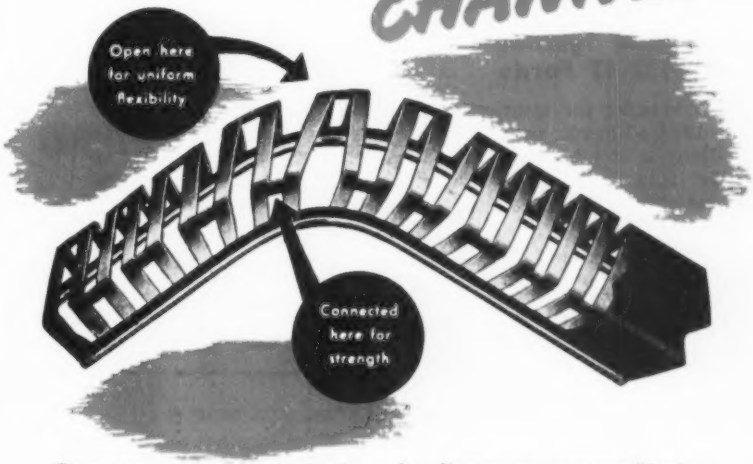
and are shown in illustration in their correct relative positions.

The new strut assemblies are used only with brake band assembly, part No. 3694493, which has the increased thickness at the strut slots. Previous low band strut assemblies used with band assembly, part No. 3694493, are now obsolete and replaced for service by the new assemblies.

	Old Part	*New Part*
Low band anchor strut	3694498	3697564
Low band apply strut	3694496	3697562

to make YOUR work EASIER, FASTER, BETTER

GENERAL GLASS RUN WINDOW CHANNEL



One way to cut customer's complaints about the high cost of repairs is to do a quality job in less than usual time.

General Glass Run Window Channel has the exclusive Connecto-Link reinforcement that prevents kinking, buckling or breaking . . . insures even bending to any contour. You're never held up because the channel is kinked up. Every job turns out snug-fitting, rattle-proof and weather-proof.

Use General Glass Run Window Channel, Weather-strip and Division Bar Filler . . . for work that makes friends as well as money.

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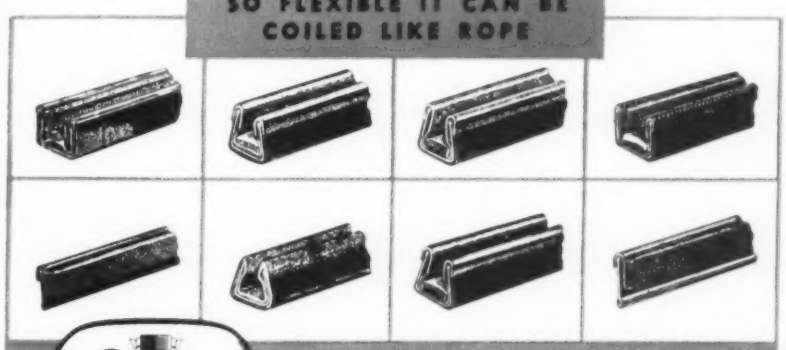

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MECHANICAL GOODS DIVISION, WABASH, IND.

GOT A GOOD

$7 IDEA?

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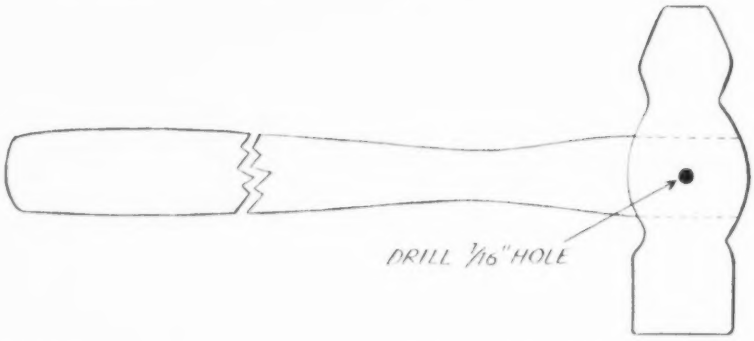

Removing Ignition Lock On 1932-47 Fords

To REMOVE the ignition lock on 1932-47 Fords, try this system: Drill a small hole part of the way into the dowel. Screw a sheet-metal screw into the hole, lock the head with vise-grip pliers and tap with hammer. To replace, fill drilled section with solder and replace.—*Estel L. Warner, 17 Highland Lane, Route 3, Crossville, Tennessee.*

Keeping Hammer Heads From Flying Off

When a hammer is cleaned in fluids, the head may get loose and fly off. To prevent this, drill a 1/16" hole through the hammer head and handle, countersinking holes on both sides.

Drive a nail through the hole and cut off both ends of nail. Peen or rivet until nail is flush with

If...

your brakes are costing you money . . .

it's time to match the braking to the load with Bendix* Hydrovac the "Load Rated" POWER BRAKE

Information as to the local sources for this service can be obtained from the following Central Distributors:

Birmingham Electric Battery
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BIRMINGHAM, ALABAMA

Harris Automotive Service, Inc.
525 Peters Street, S. W.
ATLANTA, GEORGIA

Spencer Electric, Inc.
40 West Beaver Street
JACKSONVILLE, FLORIDA

Spencer Auto Electric, Inc.
607 East Cass Street
TAMPA, FLORIDA

Carolina Rim & Wheel Company
306 North Graham Street
CHARLOTTE, NORTH CAROLINA

Automotive Electric Serv. Co., Inc.
982 Linden Avenue
MEMPHIS, TENNESSEE

Dixie Wheel Company, Inc.
916-18 North Blvd.
RICHMOND, VIRGINIA

load-rat'ing (lōd-rāt'ing), n. The method by which the Vacuum Power brakes of a truck are matched to the load carried; as the changeover to a larger Hydrovac* and master cylinder when loads carried exceed the rated capacity of the truck.

*REG. U. S. PAT. OFF.

Bendix PRODUCTS DIVISION SOUTH BEND INDIANA

Export Sales: Bendix International Division, 72 Fifth Avenue, N. Y. 11, N. Y. • Canadian Sales: Bendix-Eclipse of Canada, Ltd., Windsor, Ontario, Canada

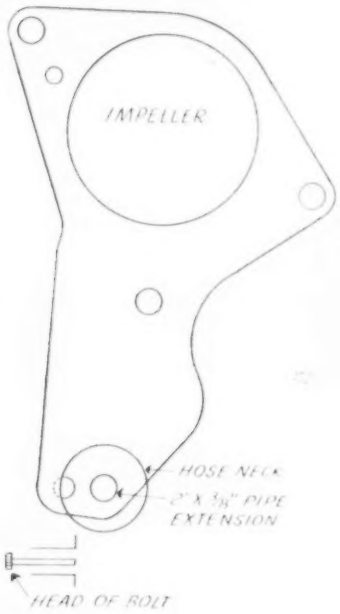
Bendix AVIATION CORPORATION

hammer head.—*Oscar Jacob, Falks Service Station, Lake Worth, Florida.*

Replacing Pump Bolt On Ford Models

IN THE Ford water pump the 3/8" bolt head inside the hose neck often rusts off so a 9/16" socket won't turn it. This can be remedied easily when replacing the bolt.

Insert a 3/8" pipe 2" long and use a 3" bolt. In so doing, the head



of the bolt will extend past the hose neck within easy reach of a pipe wrench or end wrenches.—*H. R. Gipson, Dade County Shops, Miami, Florida.*

Removing Gas Tank On Many Models

HERE'S an idea for removing the gasoline tank on most cars, as well as the transmission, rear springs and rear axle:

We use two adjustable metal posts, like those used in building houses to hold the floor joists. They come with a plate on top that can be welded. We welded each post to an old brake drum. Post closed is about 4½' high and opens to about 6'.

We use these posts in connection with our twin-post lift to speed some jobs. Set the two posts in the rear and let the rear lift post down out of the way.—*Joseph B. Evans, Shallcross Chevrolet, Middletown, Delaware.*

Checking Exhaust Valves For Possible Leaks

TO CHECK leaky exhaust valves, listen at the exhaust pipe while turning the engine over with the starter. If one is leaking, a sound of air escaping will be heard.

To check the intake valve for leakage, hold the accelerator wide open and listen at the top of the carburetor. The same sound will be heard as on the exhaust.—*Buster L. Robertson, Box 77, Cragford, Alabama.*

Magnetizing Screwdrivers And Other Small Tools

A SIMPLE tool for magnetizing screwdrivers and other small tools can be made from an old solenoid starter switch such as that used on Kaiser, Ford, Plymouth and some other makes.

Remove the end plate and the center iron core. Place the tool to be magnetized inside the solenoid switch and connect the battery. It takes just a second to magnetize a screwdriver so you can start

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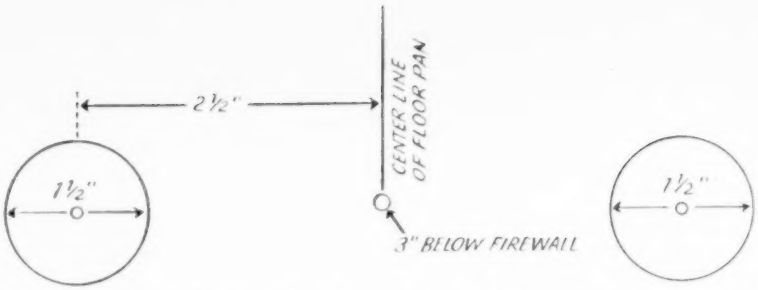
screws in close places or pick up screws and other small pieces of metal in places you can't reach with your hand.—*James W. Gattis, Gurley Motor Company, Corinth, Mississippi.*

Removing the Hydra-Matic From Recent Lincolns

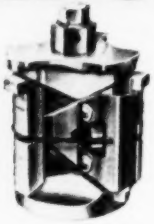
ON THE newer Lincolns the transmission can be removed from the bottom because the two uppermost torus housing bolts are accessible by removal of two rubber grommets in the floor pan.

The job can be handled in the same manner on earlier models by using a hole saw or burr reamer to make two holes in the floor pan as shown in sketch. The holes should be 3" below the firewall and the center of each hole should be 2½" from the approximate center line of the floor pan. Holes are made 1½" in diameter and can be plugged readily with 1½" rubber grommets.—*R. D. Hudgens, 2814 Lillian Street, Shreveport, Louisiana.*



NEW Lisle RR 50

RIDGE REAMER

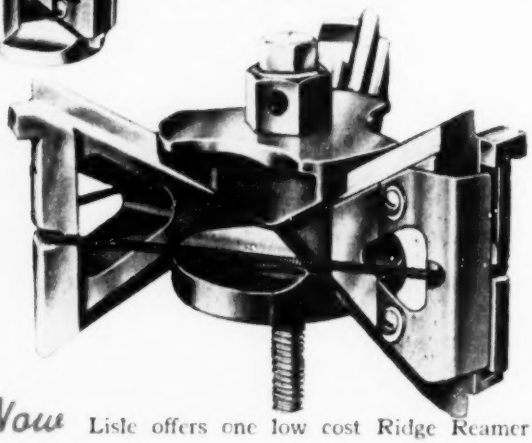


RANGE:

2.6" to 5¼"

with

ONLY ONE SET OF JAWS . . .



Now Lisle offers one low cost Ridge Reamer to handle practically all cylinders. Solid, positive action even when fully expanded. Exclusive Stabilizer Spring assures correct tension when reamer is expanded in cylinder. No rocking—no chatter. Takes the ridge out perfectly in one easy operation.

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Box 1028 Clarinda, Iowa

it's a good tool...it's a Lisle

1903 50th ANNIVERSARY 1953

Removing Drain Plugs From Powerglide

OFTEN the drain plugs in the Powerglide turbine are mighty tight, but they can be loosened quickly by using a 3/16" punch "inside" the Allen hole in the plug.

Strike punch with light hammer and it will come loose easily. Be certain the punch bottoms in the hole. No damage will occur to plug.—*P. C. Cain, Jordan Chevrolet Company, Kosciusko, Mississippi.*

When Installing Kingpins On 1949-51 Fords

TO INSTALL kingpins and bushings on 1949-51 Fords in about 45 minutes, we use this method:

Remove wheel, leaving drum on the spindle. Do not remove spindle and support from upper and lower control arms. Remove pin that holds the kingpin. Knock out old kingpins and bushings.

Drive in new bushings with bushing knocker. Ream new bushings with standard Ford reamer. Use ¾" eight-point socket and ratchet for turning reamer.—*Rhudy L. Faulkner, Bluefield Lincoln-Mercury, Bland, Virginia.*

Ain't You Smart?

Every single one of the above contributors received $7.00 for his idea. Do you mean to sit there and read this and tell us you haven't got one idea worth $7.00?

Adjusting the Chevrolet Reverse Idler Gear

PROCEDURE for reverse idler adjustment was included in a recent issue of *Chevrolet Service News*, which suggested:

Four-speed synchromesh transmissions have been revised to incorporate an eccentric adjustment for correct positioning of the reverse idler gear. The new design consists of an eccentric bolt where the reverse shifter lever is mounted to the case which provides fore and aft adjustment of the shifter lever allowing for proper positioning of the reverse idler gear. This change entered 1952 production in November with transmission serial number VP 183635.

The reverse idler must not interfere with the first and reverse gear when the first and reverse gear is shifted forward, synchronized and engaged with the second speed gear. Likewise, the reverse idler must be positioned so that when shifted into reverse, maximum engagement is provided between idler gear and first and reverse sliding gear without the reverse idler gear contacting the transmission case at the rear.

To adjust the position of the reverse idler gear, the transmission should be fully assembled except for the power take-off cover. Then proceed as follows:

1. Loosen the eccentric nut and rotate the eccentric, using a screwdriver in the slot in outer end of eccentric, until dot on end of eccentric bolt is to the rear. This places the reverse idler in its extreme rear position and will provide for maximum engagement when the transmission is shifted into reverse.

2. Shift the transmission into second gear.

3. Check for interference between the reverse idler gear and the first and reverse gear. If interference exists, rotate the eccentric in a counter-clockwise direction enough to obtain approximately 1/32" running clearance. This clearance can be observed through the power take-off opening.

4. Shift the transmission into reverse and check for clearance between reverse idler gear and transmission case at the rear. If necessary, rotate the eccentric an additional amount in a counter-clockwise direction to obtain running clearance at this point.

5. Tighten the eccentric nut to 40 ft. lbs. and to next lock index.

6. Reinstall the power take-off cover.

Previous four-speed synchromesh transmissions (1948 to date) can be reworked in the field to incorporate this eccentric adjustment by reaming out the ½", 13-threaded hole at the reverse shifter lever pivot to .500" — .503" diameter and installing eccentric kit, part No. 3704888, consisting of the following parts:

	Part No.
Reverse shifter lever	591949
Reverse shifter lever eccentric bolt	591950
Special slotted hex nut	591951
Reverse shifter lever bolt nut lock	591952

The reverse shifter lever is not serviced separately. The other individual parts are.

Eccentric is installed with nut and lock on outside of transmission case.

On transmissions where gear teeth are worn due to repeated disengagement, the affected gears should be replaced.

The WORLD'S FINEST WHEEL BALANCING WEIGHTS for PASS. CARS, TRUCKS and BUSSES

Snugl®

"STANDARD OF THE TRADE"

When you buy Snugl you can be sure of getting the finest Wheel Balancing Weights on the market . . . designed right and made right to give better balance and better fit. Exclusive DOVE TAILED Steel Spring Clip . . . Beveled edges allow easier application and prevent clip from gouging into tire. The name Snugl (Registered Trade Mark) on every weight is your guarantee of complete satisfaction.

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for easy application and removal of wheel weights, wheel covers, trim rings or hub caps. Tool is 12" long.

FREE! No. 2 Snugl Weight Tool, 6" long. Especially designed for easy removal of weights on inside of wheel. We will send you this new weight tool free and without obligation . . . just mail coupon.

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These Mailings Pay Off

(Continued from page 67)

sent to worth-while charge accounts that had been inactive for four months or more. It inquired if there was any criticism of the shop or any specific dissatisfaction that could be adjusted.

The shop plans to continue the bargain-special mailings, planned in conjunction with the record of past mailings and the breakdown sheet of all shop operations.

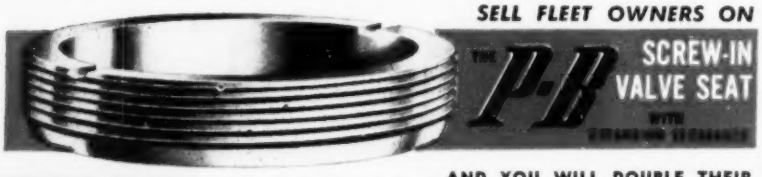
"When the copy doesn't pull, you know you haven't promoted the right service to the right prospects at the right time or in the proper combination of operations," commented Valdez. "Or else the price set-up is wrong.

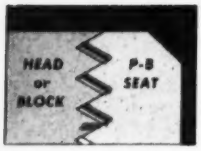
"People are always ready to buy services they really need at bargain rates. But we also make it clear to them that we don't plan to do cut-rate work and that we couldn't possibly do all our jobs at these prices. We indicate that the specials are for a definite time and for a definite purpose. Everyone is leary of a 'something for nothing' gimmick. It has to make sense.

"The direct advertising method permits us to send to each selected list of prospects some proposition suitable to their special status or needs, without confusing the issue with something they don't need and without offering the same temporary price reduction to others whose business you are already getting without any special inducements."

Here's a Sure Way for You to...
GET FLEET BUSINESS

SELL FLEET OWNERS ON





Expansion clearance built in between threads. No pressure, no warping, heat carried away fast. Stays round, cools valve.

Heavy duty portable equipment machines off top of seat to exact height with special cutter.

. . . AND YOU WILL DOUBLE THEIR VALVE MILEAGE AND ELIMINATE VALVE BURNING AND BREAKAGE!

READ WHAT THESE EXPERIENCED MEN SAY:

"...Such outstanding fleets as the Olson Transportation Co., Wheeler Transportation Co., Northern Transportation Co., L. C. L. Transit Co., Van Stratten Trucking Co., and many others would never think of installing any other seat, in the exhaust of the International, G.M.C. or Auto Car."

R. W. Murphy

MOTOR PARTS & MACHINE COMPANY
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"...Your seat stays round and definitely cools the valves better; when we touched the seats with a stone they cleaned right up. The pressed seats were egg shaped and needed much more grinding to true them up.

"We just haven't had any valve failures in the last year due to cracked or distorted seats and...your seat has more than doubled our valve mileage."

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Make big profits grinding heads. Peterson Surface Grinder levels heads, blocks, manifolds, clutch plates, flywheels, etc., to 0.001 accuracy in 10 minutes. Anyone can use it. Profit guaranteed or money back. Write for full information.

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Dept. S-2 1423 Virginia Kansas City, Missouri

Used-Car Profits

(Continued from page 64)

tention attracted to a car in the front line, will come in and admire that car and examine it carefully. But it will develop eventually that the prospect cannot afford that car. He wants it badly, but he just can't make the grade. Then we can take him to the back line and sell him a used car not quite so good.

"Furthermore, a good stock is necessary to keep used-car salesmen happy. A used-car salesman worth his salt has a certain amount of pride in the merchandise he hopes to sell."

Murphy harbors another conviction, that used-car salesmen should drive used cars, that driving new cars spoils the touch of used-car salesmen.

He had this proved to his satisfaction last fall, when it became necessary to send a used-car salesman on a round trip involving several hundred miles. Murphy required the salesman to drive a certain used car that had been in stock for four months (too long) and, because of its age in the company inventory, was being neglected.

When the used-car salesman returned, he was bubbling with enthusiasm for that particular car and its performance. "That is a darned good car," he commented.

"I manage to get pretty good used-car salesmen," says Murphy, "because I won't tolerate any nonsense. When a man goes to work on used cars for me, we have an understanding on at least two points. One is that if he ever misrepresents a used car to a customer, or if he ever even has a misunderstanding with a customer, that used-car salesman is through. Another is on liquor. If a used-car salesman ever shows up for work with liquor on his breath, he is also through.

"As a class, used-car salesmen

are really better salesmen than new-car salesmen. They have to be and I tell them so. I tell them anybody can sell a new car, that it takes real salesmanship to sell a used car. Besides, with commission at four per cent on new cars and six on used, for every dollar involved in the transaction, every time they make a sale they make 50 per cent more."

On reconditioning of used cars, another Murphy conviction just about establishes policy. This conviction is that if a used car does not deliver service, the chances are that failure in service will make it impossible for the buyer to pay it out.

Appearance reconditioning is the big item as a general rule, but often Murphy spends money on the inside of a used car, this making that car a more solid, serviceable buy than the same expenditure on appearance. In such cases the prospect is shown exactly what has been done on the inside, and why that was done instead of glossing over a scratch on the fender. In a great majority of cases, Murphy finds that used-car customers looking primarily for service appreciate it.

Cut Teeth on 'Em

Pat Murphy knows most of the answers about used cars, for he cut his teeth on them.

But Murphy almost didn't stay in the used-car selling game. His first, and much of his later experience, was with a dealer he refers to as "the old master," Stanley Maddox, Chevrolet dealer of Holdenville, Okla. After 30 days, Pat had earned $37 and was ready to quit.

Maddox relates: "I put him in a car, we drove out in the country and I told him some of the facts of life about used cars. He stayed."

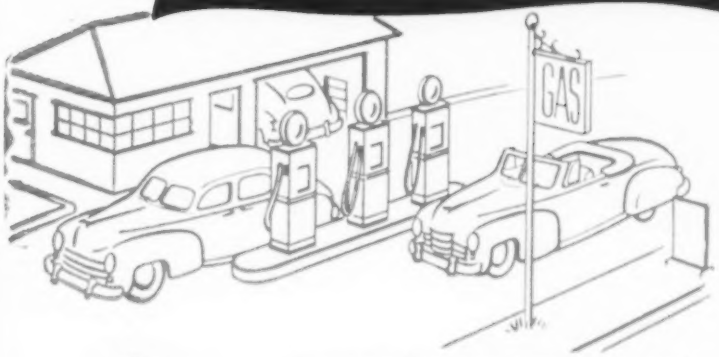
Murphy says: "Every year he gave me a new title. No more money, just a new title. Finally he ran out of titles and I was making $100 a week. Everybody else picked up his check from the bookkeeper, but Stan always brought my check.

Maddox interjected: "I told him it was because it was a distinction to hand him $100 a week when all the other kids his age were making $15. I finally talked him out of that job and into taking the bookkeeping job at $150 a month. It was hard to sell him that idea."

Murphy: "But that is where I really learned the used-car business."

CAN YOU USE EXTRA DOUGH ?

HERE'S THE WAY TO GET IT!



Every car that goes through your station is a likely prospect for new Battery Cables.

5 OUT OF 10 NEED NEW CABLES

You KNOW that corrosion kills battery efficiency and leads to hard starting and a complete breakdown of the ignition system.

MAKE MONEY . . . MAKE FRIENDS

If you will take a fast look at the battery cables of each car that passes through your station it will make you money to suggest that, where necessary, new cables should be installed.

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RECOMMEND BOWES SEAL FAST CORRODELESS TERMINAL BATTERY CABLES!

AND YOU WILL MAKE MORE MONEY AND . . . MORE FRIENDS

John W. Hanes: Tax Cuts

(Continued from page 59)

one research engineer put it, "A research and development organization must be a bunch of magicians to overcome so serious a handicap as imposed by our income tax laws."

The arguments against the EPT are endless. The tax strangles productive effort by effecting a tax-orientation of management. Removal of the profit motive as an incentive to cut production costs and avoid waste and extravagance results in managerial decisions not wholly based on sound business consideration. In other words, a company is inclined to be less careful about what it does with 18-cent dollars (after EPT) than it would if it could keep a larger slice of the profit dollar. At the same time, this factor contributes to inflation by exerting an upward pressure on prices, stimulating competitive bidding for scarce manpower and materials, and encouraging debt.

Finally, from a purely mechanical standpoint, experience demonstrates that EPT is difficult to administer and does not provide adequate relief in inequitable cases. Besides increasing the accounting burden, controversy, litigation and cost of compliance, EPT makes extensive research necessary in economics, business and related subjects in order to settle tax liability. The complexity of the EPT keeps tax-writing committees of Congress busy making changes in the basic law. The Revenue Act of 1951 alone made 23 technical and structural changes in the Excess Profits Tax Act without dimming the cries against EPT injustice.

The result of such patching and amending is not one broad excess profits tax law for the whole corporate economy, but a series of individual excess profits tax provisions for specific industries. Every month that passes brings to light more and more EPT inequities. The eventual outcome can only be a law that is nothing but a hodge-podge of special provisions.

Business Profits Declining

Few people seem to realize that for the second successive year, business profits after taxes declined in 1952. In other words, while employment is at a peak, while individual incomes increase, while virtually every segment of the economy is increasingly prosperous, business and industry show declining profits. Here are the figures:

ANNUAL RATE OF CORPORATE PROFITS (Billions)

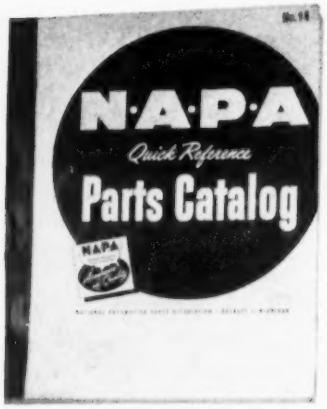
	Before Tax	After Tax
1950	39.6	21.2
1951	42.9	18.7
1952 (1st Half)	41.2	17.5

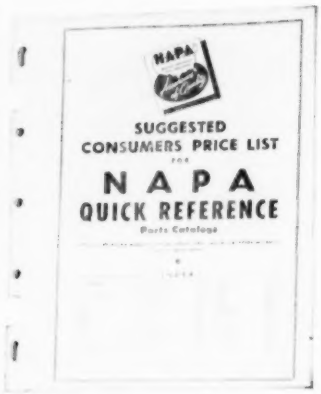
When we consider that national security itself depends on maintenance of our productive facilities, the decline of profits in our incentive economy becomes doubly dangerous.

Since this is true, and since it is likewise true that the individual taxpayer is intolerably hard-pressed, is there any possibility of tax reduction in the near future? I believe there is. An essential part of any tax reduction program, however, is a simultaneous effort to cut Federal expenditures, which are the long-run key to the tax problem. It seems fairly evident that the new Administration and the new Congress will labor this

IF YOU USE OR SELL AUTOMOTIVE PARTS

You need these books





The NAPA Quick Reference Parts Catalog and Consumers' Price List are designed for you who retail or use replacement parts.
You will use this Catalog many times each day for model data, manufacturers' interchange numbers and parts listings for popular makes of automotive vehicles.
The Price List is a listing of the most popular parts with the suggested consumers price.
This 17th Edition of this Service brings the total up to more than 225,000 copies sold.

See Your N. A. P. A. Jobber for this valuable service

CUE CATALOG COMPANY • WICHITA, KANSAS

year to make sizable reductions in wasteful and unnecessary Federal spending.

On the assumption that expenditures will be reduced, I believe we can go ahead with a program to ease the unprecedented tax burden that is handicapping the full development of our productive capacities. It is my conviction that we should let the most recent tax increases die on their expiration dates something as follows:

The Excess Profits Tax Act should most certainly be allowed to expire when its current authorization ends on June 30, 1953. It is significant that many economists in and out of government see the possibility of a recession beginning about the same date. Nothing would give business a better boost than the end of EPT.

The most recent 10 or 11 percent increase in the individual income tax is due to expire on December 31, 1953. Since the individual needs as much tax relief as corporations, we might let the individual increase expire on schedule—or even better, move the expiration back to June 30 so that both the corporations and individuals receive relief at the same time.

Next recent tax scheduled to expire is the 5 percentage point increase in the corporate income tax, due to end April 1, 1954. That also should be allowed to die on schedule, along with the most recent increases in excises which are due to expire on the same date.

Expiration of these taxes would result in an estimated loss of about $2 billion in Federal revenues for fiscal 1954. For a full year the estimated loss of revenue might be about $8 billion. If the budget is to be balanced in fiscal 1954, these tax cutbacks mean that expenditures must be about $10 billion less than estimated for the present fiscal year (1953). Such a goal certainly is not too much to expect from an Administration and Congress elected at least partially because of its program of economy in government.

Moreover, in discussing estimated revenue losses from these tax reductions, we should remember recent tax history which indicates that revenue losses due to tax reductions frequently are not as bad as they are painted. The Revenue Act of 1945, which was expected to reduce individual income tax collections by $2 billion in fiscal 1947, resulted instead in a $1.5 billion increase. The Revenue Act of 1948, which was expected to reduce collections by more than $4 billion in fiscal 1949, actually brought individual income tax collections down by $3 billion.

The same thing seems to have happened in Canada, where there have been tax reductions in all the fiscal years 1946 to 1951. In many cases, actual receipts increased instead of going down, despite the fact that sizable reductions in rates were being made. In the other cases, the actual revenue reductions were much less than the anticipated revenue effects of the tax reductions.

It seems evident from this recent fiscal history in the U. S. and Canada that the mild tax reductions here proposed may well have the long-run result of increasing revenues rather than reducing them. I emphasize that "mild" cutback because the relatively minor tax reductions listed here are only the beginning of what must be done to ease the present intolerable tax burden. As soon as

humanly possible, these first tax cuts should be followed by others across the board to enable the U. S. economy to operate with a minimum tax burden and thus produce all the wonders of which it is demonstrably capable.

Tax Law Revisions Needed

Accompanying this general reduction in the tax load should be a careful program of tax revision. Imbedded in the present hodgepodge of tax statutes and regulations are provisions that strongly hamper capital formation by weakening the incentives of potential investors. A man is unlikely to risk his savings in a new business if the tax laws seem organized to take away most of any profits he happens to make. He is more likely to put his money in "safe" bonds or in a savings bank. He doesn't gain much but he doesn't lose either, he thinks. On the other hand, the national economy suffers because the U. S. needs these savings to start new businesses, expand production, and make jobs.

An average of $11,000 of capital investment is needed to create a single industrial job. Since some 800,000 young people enter the labor force every year, we can get an idea of the new investment needed annually.

There are many needed revisions in the tax laws to encourage risk capital but here are several that stand out:

"Section 102" of the Internal Revenue regulations. This section imposes penalties on corporations found to have accumulated reserves in excess of "reasonable" needs of their business. Many corporate managements are in constant turmoil over the uncertainty of a large penalty tax under Section 102, should they be unable to prove to the satisfaction of the internal revenue agent the propriety of their current dividend policy. Moreover, many corporations, attempting to avoid trouble under Section 102, feel impelled to pay such heavy dividends that adequate reserves for ordinary business precautions are dissipated.

The minimum that should be done with Section 102 is to shift the burden of proof so that the Treasury must prove that the dividends are "unreasonable" rather than force the taxpayer to prove they are "reasonable." Another good change would be to permit profits from capital gains, now included as income for purposes of Section 102, to be exempted from the penalty tax if they are long-term gains.

There is a second and very important way in which tax revision can generate new capital. This is the matter of depreciation. Everyone admits that the present method of dealing with depreciation is unsatisfactory. Treasury policies on depreciation are a direct handicap to new risk capital. The tools of industry are wearing out at a greater rate than they are being replaced because corporations must follow restrictive and archaic depreciation schedules. Corporations tend to keep their older facilities in operation instead of modernizing them, since they cannot afford to discard older tools and facilities until they are completely depreciated.

At the same time, the whole process is wasteful because of the tremendous sums the Bureau of Internal Revenue spends checking depreciation allowances to corporations.

There is a relatively simple

YANKEE'S NEW

"Thin A"* Line

...the Approved Class A Type I turn signal line with the exclusive swivel base. Permits horizontal aiming of lamp head, even when mounted beyond the high point of a curved surface.

The Thin A* Line, with its newly developed lucite lens, exceeds all specifications as set down by SAE, Federal and State authorities. Lamps are finished in distinctive gun-metal gray finish.

Yankee No. 983 Recessed Mounting Thin A* Lamp

Yankee No. 981 Fender Mounting Thin A* Lamp

Yankee No. 988 Double Faced Thin A* Fender Lamp

"WITH THE EXCLUSIVE SWIVEL BASE"

FEATURES

• Single-screw lens and bulb replacement • Bonderized for extra corrosion protection • Uniform appearance of all lamps • Designed for quick and inexpensive maintenance • Will fit ALL vehicular mounting requirements

THIN A* SETS TO YOUR CHOICE

Packaged individually and in stock sets. Available with the Yankee Positive Self-Cancelling Switch or the manually operated Finger Tip Control Switch. Unconditionally guaranteed.

You're safe when you see with

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YANKEE METAL PRODUCTS CORP., Norwalk, Conn.

solution which would bring up to date the depreciation practices of the Bureau and cut down the waste motions of its engineering division, not to mention the annoyance and expense to the taxpayer. That solution is to permit corporations to set their own depreciation rates, within limitations. The limitations would be two: first, that depreciation rates be no higher than 20 per cent; and, second, that corporations stick to their schedules, once these are established.

This solution would have the additional merit of not only dispensing with a large part of the engineering division of the Bureau of Internal Revenue, but would save a huge amount of time as well as legal and accounting expense to the taxpayer.

Should we adopt this broad principle of dealing fairly with depreciation, neither the Treasury nor the taxpayer will be the gainer or loser in the long run, but the economy as a whole will gain tremendously. Management will then be free to use its own judgment and initiative in expanding production and creating more jobs.

Finally, a prime area for tax revision is the most important deterrent to the formation of new venture capital, the double taxation of dividends. Perhaps because it is so basic, the problem of double taxation of dividends is more difficult than most. Nevertheless, it must be the long-term aim of any adequate tax revision program for the encouragement of risk capital that double taxation of dividends —once in the form of a tax on corporate profit and again when the stockholder pays his income tax—be eliminated.

Apart from these specific tax revisions, there needs to be a restatement of the entire tax law in shorter, more intelligible terms. For all the predictable future we shall need relatively high taxes to pay for national defense expenditures. A new Congress should seize the opportunity to overhaul the tax system and put it in shape for the heavy costs ahead. Taxes will always be painful for the taxpayer. But they need not be as destructive to economic expansion and to individual incentive as the present hit-or-miss tax system.

The demonstrated demand of the American people for lower taxes and less wasteful Federal spending, plus the great need for extensive tax revision, is a great challenge to the new Administration and the new Congress. This challenge can be met if the South and the rest of the nation insist that it must be met.

Reo Forms Subsidiary For Truck Leasing

FORMATION of Reo Truck Leasing, Inc., a wholly-owned subsidiary, has been announced by Reo Motors, Inc. As president of Reo, Joseph S. Sherer, Jr., heads the new firm which will engage in coast-to-coast truck leasing operations. Eldridge W. Reese is vice-president and general manager.

Offices have been established in 11 cities and others are being set up. Regional managers already named include: Reynold R. Deedon, Kansas City, Mo.; L. R. Sibbald, Birmingham, Ala., and Edward A. Brown, Dallas, Texas.

Virginians Elect McGovern

Raymond J. McGovern (Buick) is the new president of the Richmond (Va.) dealers group.

35 Years of Consistent National Advertising Continues in 1953!

● A consistent schedule of consumer advertising reaching millions of motorists in the pages of the

SATURDAY EVENING POST

Warner

A FAMOUS NAME IN AUTOMOBILE HISTORY

WARNER RADIATOR PRODUCTS

WARNER-PATTERSON COMPANY
920 S. MICHIGAN AVE., CHICAGO 5, ILL.

Warner-Patterson Company of Canada, Limited, 191 Queen Street East, Toronto

It was venison-eating time again around the Price household at Roanoke, because R. L. "Bob" Price had made another successful foray into the Virginia deer country. Price, who represents Strausz, Inc., brought down this four-pronged, 125-pound buck during a three-day hunt 100 miles east of Roanoke in which the party bagged six bucks, seven turkeys, three 'coons and three foxes. (Sixteen men lost 16 shirttails for missing 16 deer, confidentially.)

•

C and C

FAST CHARGERS

FOR 6 & 12 VOLTS

Unequaled for Simplicity of Operation

Model QWP Charger. 6 volts 80 amps—12 volts 60 amps. Weighs 33 lbs. Big charger performance. $129.50

Model QW Charger. 6 volts 100 amps—12 volts 80 amps. Rugged design—highly efficient. $159.50

Model QWX Chargalyzer. Includes 10-Second Analyzer—Otherwise identical to Model QW. Checks 3 individual cells in one operation on one meter, which simply reads "good" or "bad." $218.00

THE UNIQUE CHARGING SYSTEM of C&C Fast Chargers eliminates adjustment of the charging rate. Reduces human error, saves time. Just select 6 or 12 volt position and leave charger alone. The battery controls its own charging current, always holding the rate within the limit it can safely absorb...without excessive gassing or overheating. Automatically gives a slow finishing charge. Protects against reversed or shorted connections.

TESTING IS EQUALLY SIMPLE with the QWX Chargalyzer. Regardless of the state of charge an accurate test is obtained "on the spot"...using the same simple operation for all batteries.

See your local jobber—or send for Bulletin A52-D2

All C&C equipment carries a one year warranty, with national facilities for servicing.

Specialists in battery servicing equipment since 1929

McCOLPIN-CHRISTIE Corp. 3410 West 67th Street Los Angeles 43, California

Jobber News

(Continued from page 79)

of The Meggs Co., had been hampered in its work by inventory time. A decision to go ahead or postpone might not be made until late in January, committeemen indicated.

This year's Southwest Show theme was also announced last month by Manager Johnson as "Learn More to Earn More." In a release to the trade Johnson urged more than 275 jobber sponsors to be guided by this theme and to schedule sales meetings well in advance with manufacturers. By so doing, he added, jobber organizations would be in position to earn more after capitalizing on all merchandising facilities of the show.

This year the show will provide a parlor headquarters at the Adolphus Hotel for visiting wives. Here, with a committee of local women in charge, visitors will have accurate assistance in selecting points of interest at Dallas.

Robert L. Turner (right), president of Genuine Parts Co., Atlanta, Ga., presented a watch to Karl T. "K. T." Fambrough at the end of his 25th year with the firm. Fambrough was the first counterman at Genuine Parts, the counter "boss" and now he is in charge of cataloging.

This oxygen tent and croupette tent were given to King's Daughters Hospital for underprivileged children by four wholesalers in Norfolk, Va. "This equipment was given in lieu of gadgets and small Christmas presents to our customers," said C. M. Williams, vice-president of General Automotive Supply Co., Inc. The other firms were Hunt Auto Supply Co., McLean Auto Supply Co. and Car Parts Service Co.

•

New Orleans Firm Keeps Its Name in Sight

A HANDY little notebook is helping customers of New Orleans Auto Supply Co., New Orleans, La., jot down personal and business memoranda. The booklets, bound in heavy paper, are distributed by this wholesaler for use by the trade.

A five-inch ruler is printed on the back of the notebook, along with a picture of the building occupied by New Orleans Auto Supply. On the inside covers are decimal equivalents for common fractions and a list of lines distributed by the wholesaler.

Richburg Sells Interest To Truman Southwell

DUE to illness, T. H. "Hub" Richburg has sold his interest in Richburg Auto Supply Co., Andalusia, Ala., to his partner, Truman Southwell.

Southwell has two new partners in the business: O. R. "Ray" Summerlin, who for a number of years was buyer for Davis Motor Supply Co., Mobile, Ala., and Benton Sasser, who had traveled for an Andalusia jobber for several years.

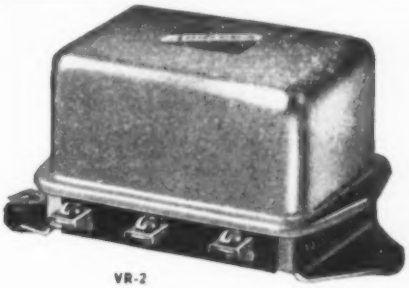
There will be no change in management or financial structure of the business, Southwell said.

Atlanta Boosters Hear Rooke

William J. Rooke, president of W. R. C. Smith Publishing Co., spoke at the January 31 meeting of Automotive Booster Club B-6, Atlanta, Ga. Rooke formerly was business manager of SOUTHERN AUTOMOTIVE JOURNAL, one of the Smith publications.

Louisianan Selects Site

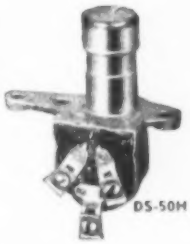
Chain Battery and Automotive Supply, Inc., Shreveport, La., has purchased a 21,000-square-foot warehouse and adjacent parking lot on Spring Street in that city.



Get Your Share of

PACKAGED PROFITS

For more than thirty years the automotive trade has been cashing in on the Andrews Line of Ignition Parts, Wire and Cables. It is complete—attractively packaged—of improved design—and precision workmanship. Top quality and value for the replacement field. Write for our new catalog No. 52E—it's another Andrews help for profits.



ORDER FROM YOUR JOBBER

CUSTOMER SATISFACTION Quality Andrews Value SINCE 1921

Andrews MANUFACTURING CO ST. LOUIS, MO.

Fifty-one district managers and salesmen attended Thermoid Co.'s recent sales meeting at Trenton, N. J. The two final sessions were devoted to an advanced brake "school."

●

Off-Year Booth Gathering Favored by MEWA Board

THE board of directors of Motor and Equipment Wholesalers Association has reaffirmed its position, originally taken in 1950, in favor of joint conference-booth set-ups in years when there is no ASI Show. They would be operated by the Joint Operating Committee, representing the three national associations.

The board proposed that such a joint booth-conference be conducted in December, 1953, and authorized the MEWA executive committee to negotiate with the other associations toward this end.

"We have added **Sealed Power, Imperial** and **Victor Gasket** to our lines," Partner **D. L. Bernard, Teche Automotive Supply Co.,** St. Martinville, La., reported.

I WOULDN'T BE WITHOUT MY HUOT TOOL CHEST

No. 100 Tool Chest mounted on No. 250 Porta Cab. More drawers, more space, more tool box—that's what you get with the Model 100 Chest. Then when you mount it on a Huot Porta Cab, you have rolling storage for all your tools. Built-in locks . . . man-sized handles . . . small drawers lined to protect precision tools. Made of heavy gauge steel, finished with two tone hammered baked enamel. *Porta Cab:* 18"x26½"x33"; *Chest:* 26¼"x12¼"x18¾". Portable tote tray included with chest.

Ask your jobber, or write for bulletin

HUOT MANUFACTURING CO.
587 No. Wheeler Avenue • St. Paul W4, Minn.

Huot is pronounced "Hew-ot"

NO. 101 TOOL CHEST
Man-sized handles, deep drawers, small drawers lined, tote tray, built-in lock. 12¼"x14¼"x26¼".

"FLYING SAUCER"
Caster rolls at a 45° angle, turns quickly, easily climbs over wires and litter.

TOOLS ON THE MOVE

HUOT MFG. CO., 587 No. Wheeler Ave. • St. Paul W4, Minnesota
Please send bulletin on Tool Chests and Cabinets.
Name _____
Address _____

Cabarrus Supply Forms "Turnover Club"

Cabarrus Motor Supply, Kannapolis, N. C., will award a silver label button to factory salesmen whose lines have a four-time turnover during 1953.

"This is patterned after the Phelps-Roberts 'Turnover Club' and many of the same thoughts will be brought into our program," said Manager Samuel B. Stroup. "Mr. Roberts stated in a report to NSPA that the ideal turnover is four times a year. It is necessary to have complete cooperation of manufacturers' salesmen to attain this goal.

"We are planning to carry this program through our salesmen to our customers, since we find that many of them have only a two-time turnover a year. We feel that they should attain at least the four-time turnover which is ideal for the automotive industry."

A buffet dinner of barbecue, ham and turkey with all the trimming was served to approximately 225 distributor executives, salesmen and guests at the formal opening of the new Charlotte, N. C., branch of The Black & Decker Manufacturing Co. Guests came from cities and towns within a 100-mile radius. Shown here are (l. to r.): George C. Southerland, manager of the new branch; Henry L. Mills, Piedmont Auto Parts, Concord, N. C., and LeRoy E. Tufft, Jr., Black & Decker salesman, Raleigh, N. C.

600 Come to Meeting Sponsored by Teche

AROUND 600 employees of its customers attended a sales meeting on Miracle Power held recently by Teche Automotive Supply Co., St. Martinville, La.

"There was a show by Monk Watson at the main theater in St. Martinville," reported Partner D. L. Bernard. "Beer and sandwiches were served and a good time was had by all."

Stadtler Dies in Houston

Bob Stadtler died recently at his home in Houston, Texas. For many years he was in the jobbing business and later he was a distributor of automotive products in the southern Texas territory.

Dallas Firm Remodels

Auto Parts Co., Dallas, Texas, is being remodeled, Owner Nick Carter reported. There will be a new floor, new lobby decorations, new counter and new lighting for the store.

Simpson Succeeds Davis As Raybestos Manager

WILLIAM S. Simpson, assistant general manager of the Raybestos Division of Raybestos-Manhattan, Inc., has been appointed general manager to succeed Robert B. Davis, retired.

Simpson joined the firm in 1939 in the sales promotion department. He was named assistant general manager in 1949 and in 1950 was elected to the presidency of the company.

Davis, a veteran of 38 years with the firm, had been general manager since 1939.

Forrest Lehman of the shipping department of **The Flowers Co.**, Hickory, N. C., won a $5 prize for suggesting the name for the firm's new house organ. His suggestion was **The Parts Blossom. George A. Flowers, Jr.,** is editor of the bulletin, which is sent to employees of the Lenoir, Morgantown and Statesville stores, as well as the headquarters store.

Casco has them!

. . . and they're the greatest thing to come down the pike in years!

The Smart, New Grand Prix...

WIRE WHEEL HUBS

...converts ordinary disc wheels into Wire Wheels

...without even disturbing the hub caps!

All the Beauty . . . all the flair of Continental Styling! Fits most 15" wheels.

For Complete Details contact your jobber Now!

CASCO DEPENDABLE PRODUCTS FOR OVER A QUARTER CENTURY
CASCO PRODUCTS CORP. • BRIDGEPORT 2, CONN.

Southeast Repr.: LAWRENCE M. HIRSIG & CO. American National Bank Bldg., Jacksonville 7, Fla.

Southwest Repr.: HIRSIG-FRAZER COMPANY 4333 Belmont Ave., Dallas 4, Texas

Your Inventory Dollars Up or Down? Here Is How the Others Answer That

SLIGHTLY more than a third of the wholesalers in the South and Southwest have trimmed their inventory during the past year, on the basis of dollars invested.

Almost another third have held the inventory line at the same level, while the remainder have increased inventory during the past 12 months.

These trends were revealed last month when SOUTHERN AUTOMOTIVE JOURNAL asked 350 jobbers this question:

In terms of dollars invested, how does your inventory compare with a year ago?

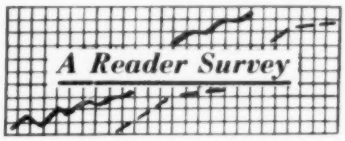
Comments of a number of the wholesalers indicated that they had spent a good deal of time on inventory during 1952, analyzing their stocks for balance as well as for quantity.

Some typical answers to the survey included:

Jack E. McMeans, manager, Automotive Division, The Schoellkopf Co., Dallas, Texas—"Our inventory is ten per cent lower."

M. N. Jacobs, president, Jacobs Distributing Co., San Antonio, Texas—"Inventory approximately ten per cent less."

A New Mexico firm—"Inventory up 12 per cent."



V. A. Treadway, owner, Treadway's Auto Supply, Muskogee, Okla.—"Inventory has increased."

Paul Simmons, manager, The Motor Equipment Co., Chickasha, Okla.—"Inventory has decreased ten per cent."

Doyle Moore, manager, Automotive Supply, Little Rock, Ark.—"Inventory up ten per cent."

W. R. Carter, owner, Four State Auto Supply, Joplin, Mo.—"Inventory up .064 per cent. Our stock is in excellent condition."

Carl Johnson, vice-president, Johnson Brothers Auto Supply Co., Wichita, Kan.—"Our inventory is approximately the same. We hope to reduce it at least ten per cent this year and an additional ten to 20 per cent before the big squeeze in '54."

Dale Simonson, president, Automotive Parts Co., Great Bend, Kan.—"Inventory down one per cent."

D. L. Bernard, partner, Teche Automotive Supply Co., St. Martinville, La.—"Inventory is up."

M. D. Taylor, president, Taylor Parts and Supply Co., Inc., Andalusia, Ala.—"We hope to find our net figures down about 30 per cent. (Figures not completed at time questionnaire was returned.)"

Russell Allen, president, Mid-Georgia Auto Parts Co., Griffin, Ga. — "Inventory approximately the same. Profits are lower due to increased cost of doing business. Cutting the prices of name-brand lines is being done by some hungry jobbers. This we will not do."

William Sargent, manager, United Parts, Inc., Melbourne, Fla.—"Inventory up ten per cent."

WANT MORE MILEAGE?

ADD

PYROIL

● You may ask, "How can Pyroil give me more mileage?" Here's the answer. Pyroil contains the special property of causing oil to cling to those all-important engine parts. This prevents metal-to-metal wear between piston rings and cylinder walls. Pyroil prevents clogging due to sludge and carbon deposits—and rust from condensation. The protective film of oil provided by Pyroil in your motor, eliminates battery drain. It flushes dirt from the motor and keeps it clean. A clean, friction-free motor protected by lubrication at all times means less motor trouble, less wear-and-tear, less repair expense and more miles for you.

Pyroil costs so little and does so much. If you want more mileage—add Pyroil—add miles to your car.

PYROIL FOR AIRCRAFT ENGINES

Use Aircraft Pyroil B for lubricating oil, Aircraft Pyroil A for gasoline.

GIVEN! An attractive Pyroil metal savings bank—takes coins up to 50c pieces. MOTORISTS, it's yours for the asking — sent postage paid.

PYROIL COMPANY

200 Pyroil Bldg.

La Crosse, Wisconsin

Canadian Distributors:
Central Purchasing Agencies, Ltd.
Toronto, Ontario

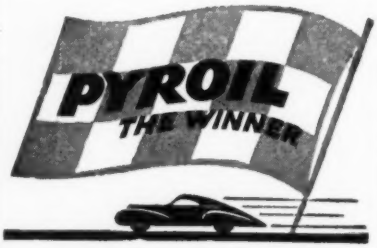
WANT MORE CUSTOMERS - SALES - PROFITS?

ADD

PYROIL

● Mr. Jobber—ask your own dealer accounts what additive is asked for most—the tally will show a big majority for Pyroil! It's also the answer to far easier sales—larger profits and more and more customers for you and your dealers!

DROP US A LINE AND WE'LL HAVE OUR FACTORY REPRESENTATIVE BRING YOU THE COMPLETE PYROIL MERCHANDISING AND PROMOTION PROGRAM.



REPRESENTATIVES:

Southeast—McDonald & McPherson Co., P. O. Box 452, Atlanta, Georgia

Southcentral—John T. Jolly Sales Co., 1916—34th Ave., Meridian, Miss.

Southwest—Hirsig-Frazier Co., 4333 Belmont Ave., Dallas 4, Texas

West Coast—M. L. (Bud) Cohn, 1323 Venice Blvd., Los Angeles 6, Calif.

Reynolds Sells Interest To H. C. Westbrook

A. J. REYNOLDS has sold his entire stock in Westbrook-Reynolds, Inc., Texarkana and Camden, Ark., to H. C. Westbrook, president. The sale took place last month.

"The separation was made on a friendly basis and there will be no change in the firm name or the policies of the company now in effect," said Westbrook.

W. R. McIntosh and Clarence Storey have taken on the industrial accounts Reynolds formerly called on and will continue to devote their entire time to the Industrial Division.

Wayne Wood, purchasing agent, will also be assistant sales manager. Present plans call for him to spend 50 per cent of his time with the sales organization and branch store.

Clyde Cutts, formerly head counterman, has been promoted to store manager. He will coordinate the efforts of the counter force, shipping department and automotive machine shop.

New Orleans Association Elects Grundmeyer

RAYMOND Grundmeyer was installed as president of the Automotive Jobbers Association of New Orleans at the annual installation dinner at Delmonico's last month. He succeeds Stanley Massett.

Robert Cook is vice-president, Martin Charbonnet is secretary and John M. Walton, Jr., is treasurer.

The directors are L. H. Borden, Jos. Berry, Jack Frazer, Archie Kiefer and R. E. Zerlin, past president.

Mid-Georgia Parts Expands

"We have contracted to double the size of our store," President Russell Allen, Mid-Georgia Auto Parts Co., Inc., Griffin, Ga., reported last month. "We plan to add an equipment line if things can be worked out."

Hayes Will Head Sales

W. R. "Bill" Hayes has been named sales manager for the Replacement Parts Division of Ohio Piston Co., Cleveland, Ohio. He formerly was sales manager for Nylen Products Co., St. Joseph, Mich.

A. A. Swank Becomes Director of AEA

A. A. SWANK, Beard & Stone Electric Co., Houston, Texas, has been elected a director of Automotive Electric Association, Central Distributors Division. He will serve a two-year term.

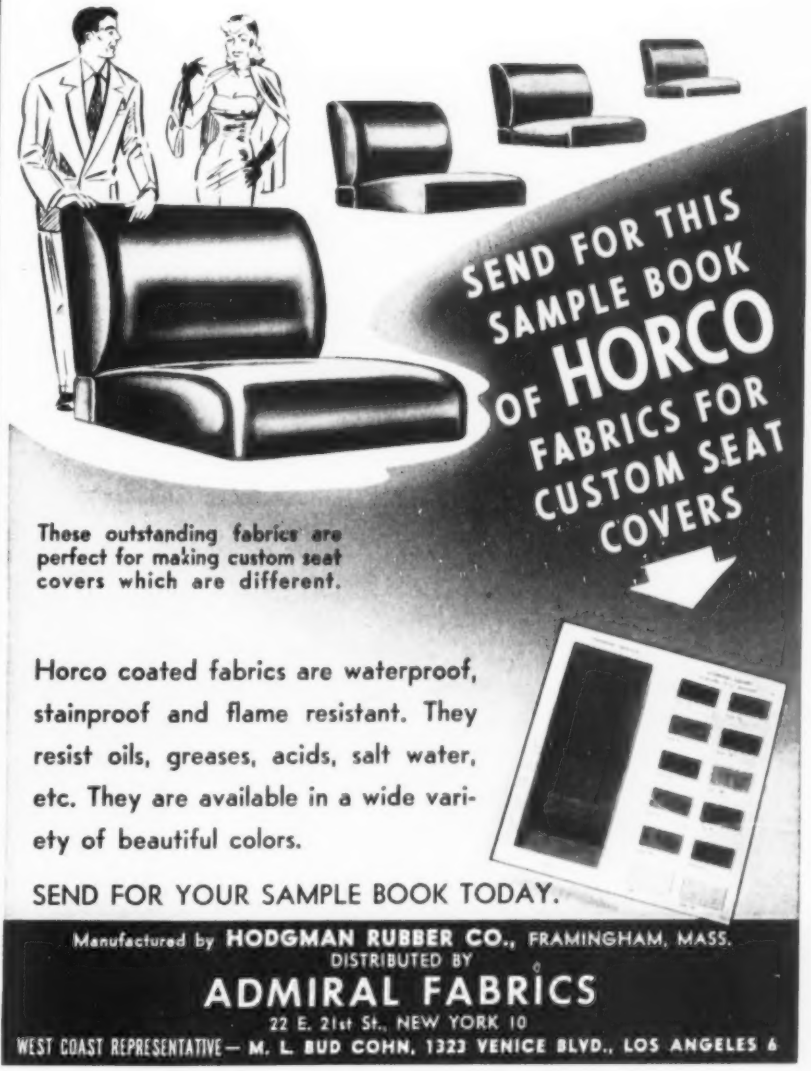
Directors from the Service Distributors Division include F. W. Murray, Frank & Murray, St. Petersburg, Fla., for Region 2 and J. C. Hamilton, Jr., J. C. Hamilton Co., Tulsa, Okla., for Region 4.

J. L. McDonough, Carter Carburetor Corp., is a new director in the Manufacturers Division.

The directors were to meet in Chicago Feb. 14 to elect officers and transact other business.

Cleveland Joins Holland

Mays Cleveland has been added to the sales force of Holland Auto Supply, Inc., Greenville, S. C. He has had several years' experience as a jobber salesman, Ned Holland reported.



Why Clean Metal Parts the HARD WAY?

Use METALclene

NO BRUSHING
NO SCRAPING
NO HEATING

Metalclene is made under an *exclusive* Bendix formula. There are many copies, but there is *no substitute*. When you order, be sure to specify and get the original Bendix* Metalclene.

*REG. U. S. PAT. OFF.

Just Dip 'em in Dirty – Pull 'em out Clean

BENDIX PRODUCTS DIVISION of Bendix AVIATION CORPORATION
SOUTH BEND 20, INDIANA

Export Sales: Bendix International Division, 72 Fifth Avenue, New York 11, N. Y.

WHEREVER A LIFT IS NEEDED USE A LEE END LIFT

For all your automotive service work and repairs the LEE Model 52 portable End Lift does the job better, faster, easier, safer and more economically. Lifts either end of a car up to 53". 3000 lb. capacity. Stores in 2 ft. sq. Write for data and price sheet. 5500 lb. capacity Truck Lift also available.

AUTOMOTIVE EQUIPMENT MFG. CO.

11000 South Alameda Street • Lynwood, California

News Briefs

(Continued from page 75)

"This increase was topped only by the Southwestern states, with 148.1 per cent," he said. "The Southeast was third in total income payments to individuals, with an increase of 167.7 per cent in 1950 over 1941. The area was third, too, in the increase in new-passenger-car registrations, with 75.9 per cent in 1951 over 1941. The Southeast's population gain was a healthy 11.1 per cent in 1950 over 1941."

Curtice said that economic conditions throughout the country were highly encouraging and added that he viewed the future of the automotive industry with great confidence.

K-F Israel Production Reaches 3,500 Units

SOME 3,500 passenger cars, trucks and station wagons have rolled off the assembly lines of Kaiser-Frazer of Israel, Ltd., Haifa, since the plant began operations in June, 1951, Ephraim Ilin, chairman of the board, announced.

With the exception of some 300 cars sold in Israel, the output has been exported to markets including France, Norway, Sweden, Denmark, Finland, Turkey, Iceland and Ethiopia.

The Kaiser-Frazer Export Corp. of Willow Run, Mich., holds 20 per cent of the stock of the firm, with United States investors and Israel businessmen owning the remainder of the stock.

Clougherty Leaves Tennessee

Leo A. Clougherty, who formerly headed the Chattanooga, Tenn., office of the Industrial Products Division, Westinghouse Air Brake Co., has been named sales engineer of the Philadelphia office. Maryland, Delaware, Washington, D. C., and parts of Pennsylvania and New Jersey are included in the territory.

Glareless Headlights?

Automobile headlights that are said to be free of glare have been developed by an Austrian manufacturer. The lamps use light tubes instead of conventional bulbs and have special reflectors. They reportedly use less current and are more effective in snow and fog.

Ray Lyon of Ray Lyon Motor Co., Dodge-Plymouth dealership at Ennis, Texas, presents the keys for a student-training car to James F. Gardner, superintendent of the Ennis school. This marks the first time driver training has been offered in the school there.

•

Gyro Skid Reports Sales Increase

SALES of its automotive anti-skid device increased 500 per cent during the last half of 1952, Leo D. Fialkoff, president of Gyro Skid-Control Co., Inc., reported. Sales showed an increase from a monthly average of fewer than 2,000 units to more than 10,000 units, he said.

The device consists of a system of springs and weights housed in a steel tube that mounts on rear cross-member of a car frame. It counteracts a sideways lurch or skid by an abrupt motion of the weight in the opposite direction.

Studebaker Book Tells Story of 100 Years

A HISTORY of The Studebaker Corp., tracing the development from the days of wagon building to the present, has been prepared as a part of the firm's 100th-anniversary celebration this year.

Titled "A Century on Wheels," the book was written by Stephen Longstreet, who has written several well-known novels and scenarios for movies.

Texas Veteran Retires

Lee Hawley, Sr., head of Hawley Motor Co., Marshall, Texas, has retired after 44 years as a dealer. He started in 1909 with a Ford Model N, the predecessor of the Model T. W. C. Turner of Carthage has bought Hawley's Chrysler-Plymouth dealership and it will be known as Turner Motor Co.

Thomas Named in N. C.

Arthur W. Thomas, Jr., of Piedmont Chevrolet Co., Inc., Concord, N. C., has been elected president of the Cabarrus County Automobile Dealers Association. H. J. Sharpe, Jr., Kannapolis, is vice-president and S. Brady White, Concord, is secretary-treasurer.

"EQUA-FLOW PRODUCED $1844 IN SALES FOR US — IN A 30 DAY PERIOD"

states
ROY RICHTER
of
Bell Auto Parts
Bell,
California

Belond EQUA-FLOW* EXHAUST SYSTEM

Here is just one among the many concerns doing a high-profit business on America's most popular dual exhaust. Such success is not hard to understand, when you consider the fine quality of precision-made Belond EQUA-FLOW Exhaust Systems, and their record performance in increasing road horsepower, top car speeds and fuel economy. Nowadays, nearly *every* V-8 owner is sold on Belond EQUA-FLOW Exhaust Systems — and our sustained promotional effort keeps widening that consumer market. Ask your jobber about the Belond EQUA-FLOW Exhaust System ...or write us for full information.

Southern California MUFFLER CO.

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DO YOU KNOW YOUR E-ZEE On DOOR REPAIR PANELS JOBBER?

HE'S PLEDGED TO SERVE YOU!

The E-ZEE-ON Jobber in your territory who sells Flanged, Fitted, E-ZEE-ON Door Repair Panels has been carefully selected for his dependability and knowledge. Take your body-repair problems to him. He can help you do the most accurate, quickest job possible —and cut job costs up to 50%!

Your E-ZEE-ON Jobber is having more and more calls for E-ZEE-ON Door Repair Panels from other wide-awake Body Men. Remember, your Jobber is pledged to serve you and is doing his best to fill orders. Co-operate by ordering only those panels for which you have immediate need.

Says PHIL BERLIN
Friendly E-ZEE-ON Jobber
BERLIN'S AUTO TRIM SUPPLY CO.
1610 West End Ave.
Nashville, Tenn.:
"E-ZEE-ON Door Repair Panels are just what the Bodymen have been waiting for. That's why I find them so easy to handle—E-ZEE-ON Door Repair Panels do their own selling job."

THESE SPECIAL FEATURES HAVE MADE E-ZEE On FAMOUS IN THE TRADE

1. **NO FLANGES TO FORM—All flanges already formed for Quick E-ZEE-ON installation.**
2. **NO LAYOUT TO MAKE—E-ZEE-ON Door Repair Panels come ready to put on . . . Fit more accurately.**
3. **NO HOLES TO DRILL—Holes for Door Locks, and Door Handles are accurately Die-Pierced. No time-consuming locating operations required with E-ZEE-On.**
4. **NO REFITTING AND REWORKING REQUIRED—E-ZEE-ON Door Repair Panels are tailored to exact Size, Shape, Contour and include Side and Bottom Flanges and all necessary Holes.**

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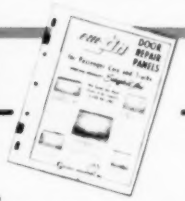

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Ask your jobber for our complete E-ZEE-ON catalog, or send coupon to us today, and we'll rush your catalog.
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CITY ..... ZONE ..... STATE .....
NAME OF YOUR JOBBER .....

GRAVER INDUSTRIES, INC.
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"It Pays to have an ACE 'n the hole."

ACE VULCANIZING PATCHES

ONE SHAPE — TWO SIZES

ACE regular and giant Universal Diamond shapes fit any clamp and cover all patching requirements. Also eliminate jobbers need of stocking Round—Oval—Diamond shapes in two sizes each.

ACE Patches light instantly, burn evenly and the laminated board holds the correct amount of heat to fuse the ACE special rubber to either Butyl or natural rubber tubes. They always stick.

● ACE Patented Perforated Full Fused Fuel Board lights instantly with match or cigarette in any weather. Introduced in 1946.

● Pull string opens ACE sealed can. Replaceable covers. Each ACE Patch sealed in cellophane.

● ACE patented Tab Strips Holland Cloth easily. Fingers need never touch the patch. Introduced in 1948.

The ACE line is complete!

Catalog—Prices—Sample on Request—Write—

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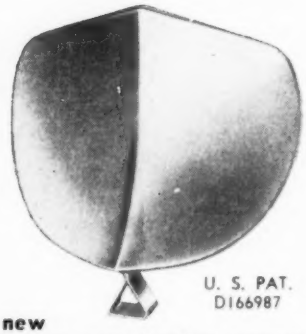
Max Yaras, 2911 Central Ave., Tampa, Florida.
J. R. Tate, 3613 Wilbur Place, Nashville, Tenn.
Bowling & Powell, P. O. Box 67, No. Side Branch, Atlanta, Ga.

Sinko BI-FLECTOR

Outsells and Outperforms all others!



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Features a proven, new Plow-Type Design that sets up a protective screen of air currents . . . directing BUGS, DUST and SNOW away from windshield's path.

BI-FLECTORS are made of transparent plastic in the newest fluorescent colors—red, blue, green, amber and clear crystal.

Colorful window streamers supplied to help you SELL BI-FLECTORS in VOLUME!

LIBERAL TRADE DISCOUNTS

SINKO MFG. & TOOL CO.
3135 WEST GRAND AVE. • CHICAGO 22, ILLINOIS

L. W. Cunningham (left), technical service representative in the Shreveport, La., area for Oakite Products, Inc., recently received a distinguished service award from John A. Carter, president. Awards are made to five members of the firm's field organization for notable service to the industry during the preceding year.

•

Crenshaw Will Head GMC Coach Sales

EDWIN P. Crenshaw, who was field sales manager for the Southern region of GMC Truck and Coach Division from 1945 to 1948, has been appointed general sales manager of the Coach Division of GMC. He succeeds Herbert E. Listman, retired.

Alvin S. McEvoy has succeeded Crenshaw as assistant general sales manager. McEvoy joined the division in 1945 as sales representative in the Southern region.

Tennessee Plant Opens

Production has begun at the cellulose-sponge plant of Du Pont at Columbia, Tenn., less than a year after the conversion and equipping of the existing buildings was begun. Production of the sponges, originally used largely for automobile washing, is now on a 24-hour-a-day, seven-day-a-week basis, Plant Manager Charles A. Perry said.

N. C. Group Names Johnson

R. L. Johnson of Yadkin Valley Chevrolet Co., Denton, N. C., has been elected president of the Davidson County Automobile Dealers Association. Clyde C. Smith, Thomasville, is first vice-president; Moyer Smith, Lexington, is second vice-president and Ed Hill, Denton, is secretary-treasurer. Hiram Hightower, Lexington, is special director.

Ethyl Advances DuBose

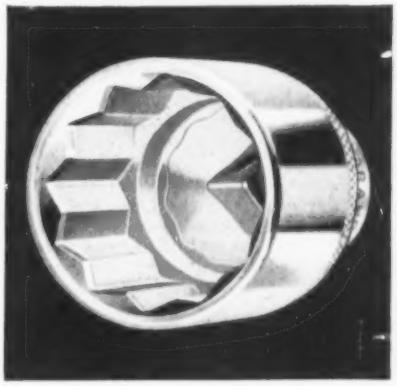
T. S. DuBose has been transferred from San Francisco to manager of New Orleans district of Ethyl Corp. He succeeds Alan C. Tully, recently promoted to assistant manager of the Southern region. A native of Oswego, S. C., DuBose holds degrees from Clemson College and Lehigh University.

Herbrand introduces NEW

Copper-Chrome finish

Greatest plating development in years

After extensive research and testing, Herbrand has perfected a new electrochemical plating that tops anything yet used. This new C-C finish consists of a thick coating of bright chrome over a heavy plating of special bright copper. This special copper undercoating preserves the brilliancy of the chrome far longer . . . protects it from rust . . . prevents peeling. At no increase in prices.



The C-C finished Herbrand Socket, illustrated, reveals how the copper plating rust-proofs the entire surface of the deepest cavity tools . . . adds a distinctive touch of richness and eye appeal. Other plating metals cover only a small portion of cavities . . . leave the balance of the area subject to rust. Herbrand C-C Sockets are the Tool-of-the-Month selection for February.

HERBRAND
Herbrand
VAN-CHROME TOOLS
. . . the finest money can buy!

The Tool Line With Turnover — Not Leftovers

Herbrand Tools

Fremont 8, Ohio

THE BINGHAM-HERBRAND CORPORATIO

New Double-Duty "Wet-Pack" Chamois-Substitute Sells on Sight

mira-sham®

No "break in" needed! Marvelous **mira-sham** comes damp-packed in a sealed plastic bag—all ready to use. Doubles as a sponge; a whiz for streak-free, lint-free wiping. Lasts up to 3 times as long as an ordinary chamois, yet sells for not $4, not $3, but only 98c.

You Start Cashing In the Instant You Set Up a Display

Unlike ordinary chamois, **mira-sham** (made of non-woven fabric and latex) is not hurt by soaps, detergents, paint remover, solvents, benzine, alcohol, gasoline, naphtha, or other harsh cleansing agents. It's plenty tough—has great resistance to abrasion and hard use. Ideal for WASHING surfaces of glass, wood, metal, most others, too. Simply rinse and wring out after WASHING, then **mira-sham** WIPES surfaces dry, leaves no lint or streaks. Doesn't get hard or shrink, even when boiled or washed; actually improves with use. At its low price, **mira-sham** is far superior in value offered to anything now on the market.

"Wet-Pack" **mira-sham** sells itself on sight. We furnish target display as shown. 18" x 19" size, retailing at 98c, is packaged in attractive, self-selling consumer cartons, 24 to a case. Your cost only $14.16 per case! Order from your jobber—or send coupon below.

Further details on these (and other larger sizes) on request—or ask your jobber.

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Gentlemen: Please ship me _____ cases of 18" x 19" size **mira-sham** in eye-appealing packages, 24 packages to a case at $14.16 per case. Orders of 12 or more cases shipped prepaid, except west coast. Terms 2%, 10 days—net 30.

Firm Name _____

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CHASSIS AND MOTORS
Wets, penetrates, breaks up heavy greasy, road sludge.

COOLING SYSTEMS
Floats out muck, grease. Restores engine performance.

ONE CLEANER does all FOUR JOBS

. . . saves you real money

REPAIR PARTS
Removes dirt and grease. Speeds inspection and repair.

FLOORS, PITS, LIFT AREAS
Loosens even toughest grease deposits. Makes for safe walking.

To speed your repair work . . . to save you cleaning time . . . to save valuable storage space . . . use scientifically designed Oakite Penetrant to do all four jobs illustrated.

Used in water solution, Oakite Penetrant eliminates fire hazard. As for economy . . . a few ounces of Oakite Penetrant in solution pack a lot of cleaning power.

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SPECIALIZED INDUSTRIAL CLEANING
OAKITE
MATERIALS • METHODS • SERVICE

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Racing News

More Races in '53

Automobile races sanctioned by AAA, which drew a record attendance in 1952, will operate on practically the same schedule in 1953, according to James H. Lamb, secretary of the AAA Contest Board. A schedule of 182 events has been released, an increase of four races over the past season. Other racing applications now on file, but not yet approved, may boost the total.

The championship division, which opens in May with the Indianapolis 500, will have one and possibly two additional contests. Midget racing will be offered 91 times in the East and Mid-West and big-car sprints will divide 57 races between these areas.

Championship stock-car racing has a schedule of 13 events, while sports cars will introduce a six-event program, starting with the 12-hour FIA contest at Sebring, Fla., in March.

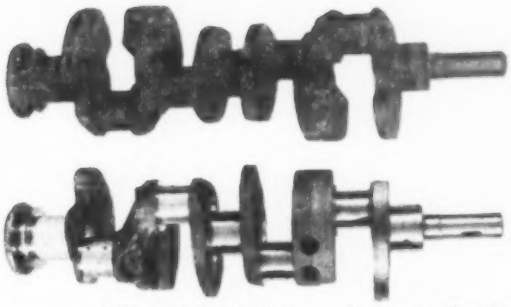
Distributing Point Fund

Distribution of the annual point fund award has been completed by NASCAR, with 108 drivers receiving more than $100. The figures do not include cash purses or the various accessory awards from firms who back stock-car racing.

Total fund for 1952 was $55,789.25, the largest in the association's history. Top winners included:

Driver	Home	Point Money
Tim Flock	Atlanta, Ga.	$2,680
Mike Klapak	Warren, Ohio	2,450
Frank Schneider	Lambertville, N. J.	2,071
Lee Petty	Randleman, N. C.	1,563
Herb Thomas	Olivia, N. C.	1,447
Dick Linder	Pittsburgh, Pa.	1,280
Don Bailey	Brockway, Pa.	1,160
Fonty Flock	Decatur, Ga.	1,072
Buddy Shuman	Charlotte, N. C.	1,046
Joe Weatherly	Norfolk, Va.	1,005
Neil Cole	Oakland, N. J.	983
Mike Little	Johnstown, Pa.	907
Dick Rathman	Los Angeles, Calif.	938
Speedy Thompson	Monroe, N. C.	904
Buck Baker	Charlotte, N. C.	829

Make Money on Worn Crankshafts



They come in like this (Top photo) And go out like this (Bottom photo)

There is a good profit for jobbers and garages in "ARCWELL"* Rebuilt Crankshafts . . . and car owners appreciate the savings and service they get.

The "ARCWELL" process rebuilds crankshafts so that they are actually *better than new*. Journal surfaces are harder, and the added metal is *guaranteed never to flake, loosen, or part from the parent metal.*

SERVICE We ship rebuilt crankshafts . . . clean, treated with rust preventive, and substantially boxed . . . within four days after receipt. Rush orders in 24 hours.

GARAGES Write for information and the name of your nearest jobber.

JOBBERS Write for the "ARCWELL" plan. We have many inquiries from garages in territories which are still open.

Standard Crankshaft & Hydraulic Co., Inc.

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*Trade Name

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CONVERTIBLE TOPS

"CAR-TEST" JOBBERS

Are Doing the Business!

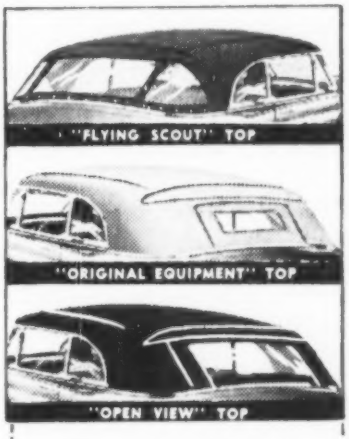
AND SO CAN YOU—

Easy to Sell, Easy to Stock
Immediate delivery from Chicago or Dallas.

Easy to Install, No Sewing Required
Tailor made—ready to install. Every top fits right, looks right. All necessary fittings and trim supplied.

"Top" Fabric for Long Wear
Scientifically treated 3-ply cotton fabrics, twice-shrunk. Equal to or better than original. Guaranteed.

Get YOUR share of "Top" profits!



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Without obligation send me complete details of CAR-TEST Jobber Program and new INSTALLATION MANUAL that shows how to make convertible top installations easier and faster.

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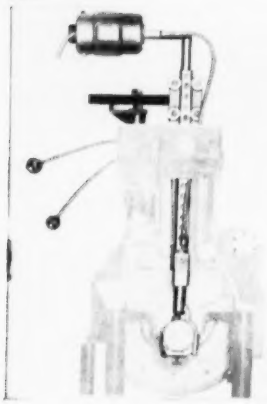
INTHEBLOK Crankshaft Grinding is FAST-ACCURATE-PROVEN!

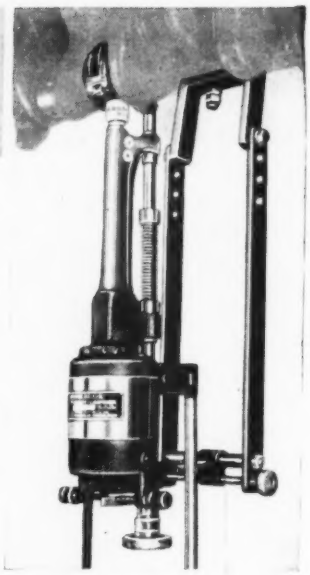


WI-TO-CO OVERHEAD GRINDER

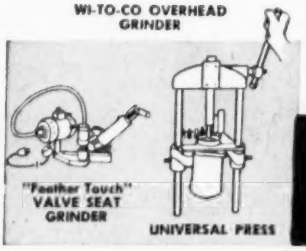
The IN-THE-BLOK Crankshaft Grinder is a dependable precision tool for grinding rod journals without removing the crankshaft from the engine. With it you can do accurate work, quickly, at a reasonable price and with good profit. Grinder complete in carrying case with stabilizer and rear wheel drive —$446.34. Lathe attachment for using grinder in lathe to grind both main and rod journals—$46.29. Crankshaft Grinding Stand with electrically operated reversing transmission. Stand only—$770.09. Complete with 2 grinders and one drive—$1423.54.

The new WI-TO-CO Overhead Crankshaft Grinder grinds all journals through the cylinder hole from the top. It is not intended to take the place of the IN-THE-BLOK grinder but rather to be used for the front throws on late models where obstructions prevent, or make difficult, grinding from below. Price $658.95.

The new WI-TO-CO Fly-Wheel Drive bolts on in place of the starter and drives the motor on any Dynaflow, Hydromatic, etc., Priced $83.95.



IN-THE-BLOK CRANKSHAFT GRINDER



"Feather Touch" VALVE SEAT GRINDER

UNIVERSAL PRESS

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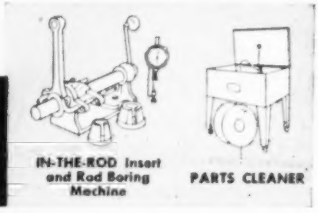
WINONA TOOL MFG. CO.
WINONA, MINN., U. S. A.



IN-THE-ROD Insert and Rod Boring Machine

PARTS CLEANER

Keep carburetors clean for full engine power and sure starting

SPARKLER *Rayclean*
Gasoline Filter

with rayon filtering element that stops microscopic rust particles and fine dirt present in almost all gas tanks.

WEIGHS ONLY 3 OZS.

Can be installed in the fuel line of any car in 15 minutes. No support brackets needed. No by-passing — simple replaceable filtering element.

Price **$1.98**

The SALES DOOR is wide open for volume gasoline filter business to every jobber who can supply a light weight, fine filter. Don't let a stock of heavy filters you may have on hand stop you from getting quick sales with Sparkler Rayclean filters.

SPARKLER MANUFACTURING CO. MUNDELEIN, ILLINOIS
Makers of industrial filters for petroleum and chemical products for over a quarter of a century.

He knows a good thing when he sees one

that's why he picked "505" DRUM PERFECTOR with the MICRO FEED

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Engwald **EXHAUST ELIMINATING SYSTEMS**

9 SYSTEMS TO CHOOSE FROM

1. Underfloor disappearing single type—3"
2. Underfloor twin disappearing type—3"
3. Underfloor twin plug-in type—3"
4. Underfloor single plug-in type—3"
5. Overhead disappearing type—3"
6. Overhead hanging type—3"
7. Overhead wall plug-in type—3"
8. Underfloor disappearing heavy duty—4" (for trucks and buses)
9. Overhead hanging heavy duty—4" (for trucks and buses)

Write for our new illustrated catalog.

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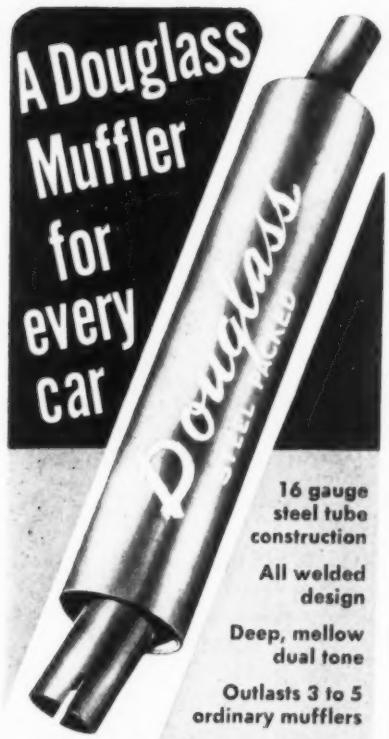
ENGWALD CORPORATION 357 Lafayette Ave., Brooklyn, N. Y.

A Douglass Muffler for every car



16 gauge steel tube construction

All welded design

Deep, mellow dual tone

Outlasts 3 to 5 ordinary mufflers

All Douglass Mufflers are manufactured to conform with the highest standards. Only the finest materials are used by the highly skilled muffler mechanics and engineers. Douglass Mufflers are guaranteed to satisfy your customers, sold at popular prices. Sales created by high powered national advertising and promotion — Write for complete details on the Douglass Plan.

NATIONAL consumer and Trade ADVERTISING

NEWSPAPER MATS for your local ads.

COUNTER DISPLAYS

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WINDOW DISPLAYS

Complete information available. Immediate service on your orders or inquiries — Ask about the detailed Jobber—Distributors—Dealer "High Bracket discount" plan.

Douglass Muffler Mfg. Co.
1916 W. Valley Blvd., Dept. SJ-2
Alhambra, Calif.

Floridians Salute Racing

Stock-car races during the week of Feb. 9-15 and national motorcycle championships on March 13-15 will be two highlights of the "Golden Anniversary of Speed" observance at Daytona Beach, Fla.

The annual Victory Dinner of NASCAR will be held during "Auto Speed Week," Feb. 9-15.

Motorcycle Show Set

A motorcycle show by major manufacturers, said to be the first such exhibit in 26 years, will take place at the Armory, Daytona Beach, Fla., March 11, Mayor Jack Tamm announced.

Jeeps Dress Up For President

President Eisenhower probably became pretty well acquainted with Jeeps during his Army career, but he saw them in a new role during the inaugural parade.

Sixty Jeeps, painted a gleaming white and driven by Marines in full-dress blues, served as escorts for the floats in the inaugural parade. They were given a special white-paint job at the Willys-Overland plant.

SOUTHERN
FRICTION MATERIALS CO., CHARLOTTE, N.C.

"Aero-Seal" HOSE CLAMPS
Hold Tight

Until You Know When!

Your mechanic fits an Aero-Seal Hose Clamp any place he can reach with a thumb and one finger — it locks tight . . . seals tight — and will hold until "the big freeze." Won't shake loose in a million miles of driving, and can never snap open accidentally.

REPLACE AND RE-USE AGAIN AND AGAIN

If the hose wears out, there's no waiting on the road for a spare hose clamp — no time-killing trip from the shop to the stockroom. A quick twist of the wrist and the band unlocks . . . ready for use. One clamp may be used and re-used — replaced in any position — year after year.

SEALS TIGHT — CAN'T CUT HOSE

Aero-Seals are scientifically designed to apply pressure evenly all around the hose — won't leak. Vibration-proof. Curved saddle prevents cutting of hose. Stainless steel — won't rust; resists corrosion. Thumb-screw and screwdriver slot types.

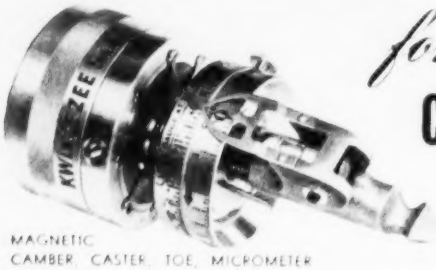
ALL AERO-SEAL HOSE CLAMP BANDS ARE STAINLESS STEEL

"Aero-Seal"
WORM DRIVE
HOSE CLAMPS

Another BREEZE MARK Product

BREEZE CORPORATIONS, INC.
41 South Sixth St., Newark 7, N. J.

SEE THIS TEAM IN ACTION at booth 45, NADA EXHIBIT FEB. 14 to 18, 1953 SAN FRANCISCO



MAGNETIC CAMBER, CASTER, TOE, MICROMETER

for **Precision Wheel Alignment**

CHECK *and* CORRECT

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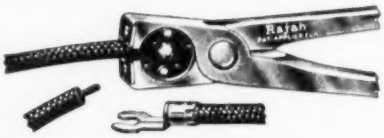

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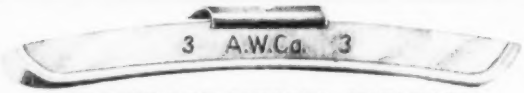

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3M Announces Expansion Of Research Facilities

PURCHASE of a 125-acre tract at St. Paul, Minn., for a long-range building program for research purposes has been announced by Minnesota Mining & Manufacturing Co.

First unit in the development will be a $3,000,000 laboratory for the central research department. Construction will start this spring and the unit is scheduled for completion in the fall of 1954, William L. McKnight, board chairman, stated.

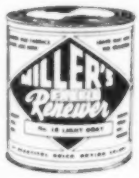
Sewell Heads Dallas Group

Carl Sewell, president of the Sewell Motor Co. (Lincoln-Mercury), has been elected president of the Authorized New Car Dealers of Dallas, Texas, succeeding W. W. Calhoun. D. L. Johnson, Johnson Brothers Chevrolet Co., and John Hine, Hine Pontiac Co., were named to the executive committee.

Shay Named at Sarasota

Paris Shay, Jr., Shay Motors, Inc. (Dodge-Plymouth), has been elected president of the Sarasota County (Fla.) Automobile Dealers Association. Roland Davis, DeSoto-Plymouth, is vice-president and Robert Stinnett, Pontiac, is secretary-treasurer.

Now you can refinish the inside of the car



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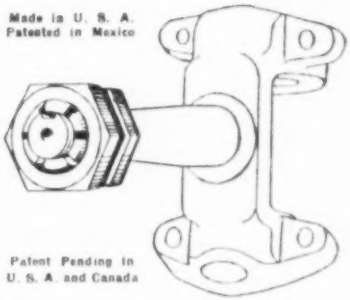

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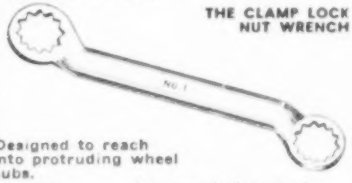

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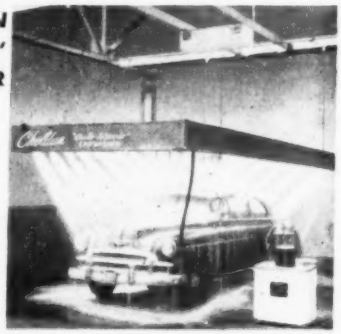

Write **Choldun** **MANUFACTURING CORPORATION NEW HAVEN, CONN.**

Berry of Columbia Takes on Packard

JOE E. Berry Motors, Inc., Columbia, S. C., has been awarded the Packard franchise in that city.

Joe E. Berry, president, has been in the automotive business for many years, starting as a car salesman for a Columbia dealer in 1926. He has been an automobile distributor and an operator of a storage business in the Columbia area since 1945.

Earl B. Sligh, who has been in the automobile business 25 years, heads the sales department and James B. Major is service manager.

Ft. Lauderdale Dealers Plan Automobile Show

The first annual automobile show at Fort Lauderdale, Fla., will be held at War Memorial Auditorium March 20-21 with every new-car dealer in the city participating.

In addition to current models, the show will feature some old cars in the "collectors' items" class.

All proceeds will go to the underprivileged children's fund of the Beach Kiwanis Club, which will furnish musical entertainment throughout the show.

Three Southern Cities To See Motorama

KANSAS City and Dallas are scheduled on the itinerary of the General Motors Motorama of 1953. It was presented Feb. 12-17 in Miami.

The exhibit will be at the Fair Grounds Auto Building, Dallas, May 16-24, and at the Civic Auditorium, Kansas City, June 6-14.

Each General Motors automotive division will display its custom cars in addition to its line of 1953 production models. In places where additional exhibition space is available, the show will include more cars and exhibits than were shown at the Waldorf-Astoria Hotel in New York Jan. 17-23.

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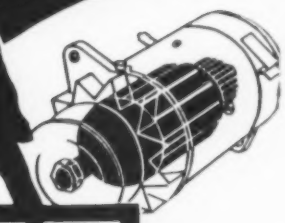

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